

FIG. 1

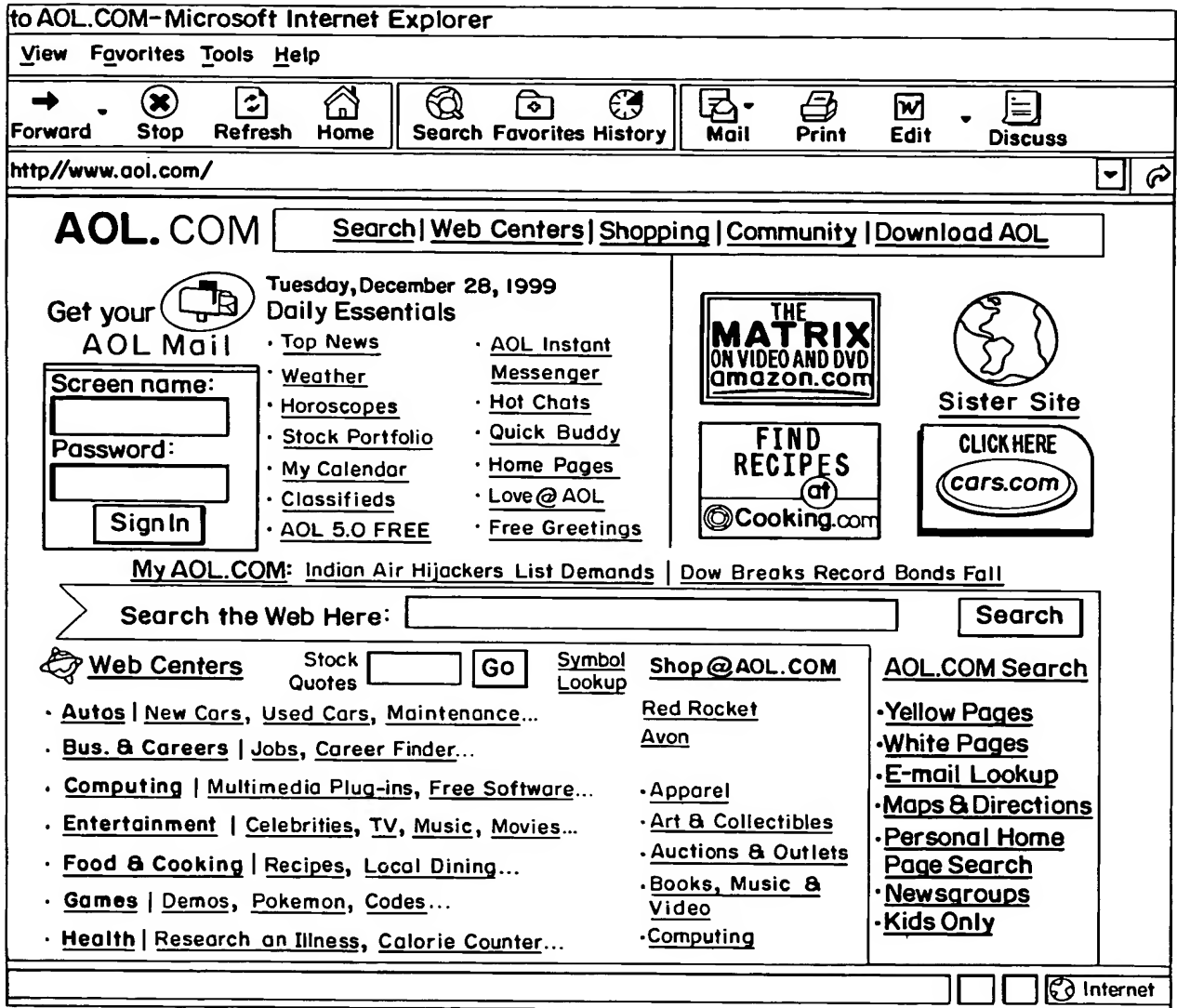


FIG. 2A

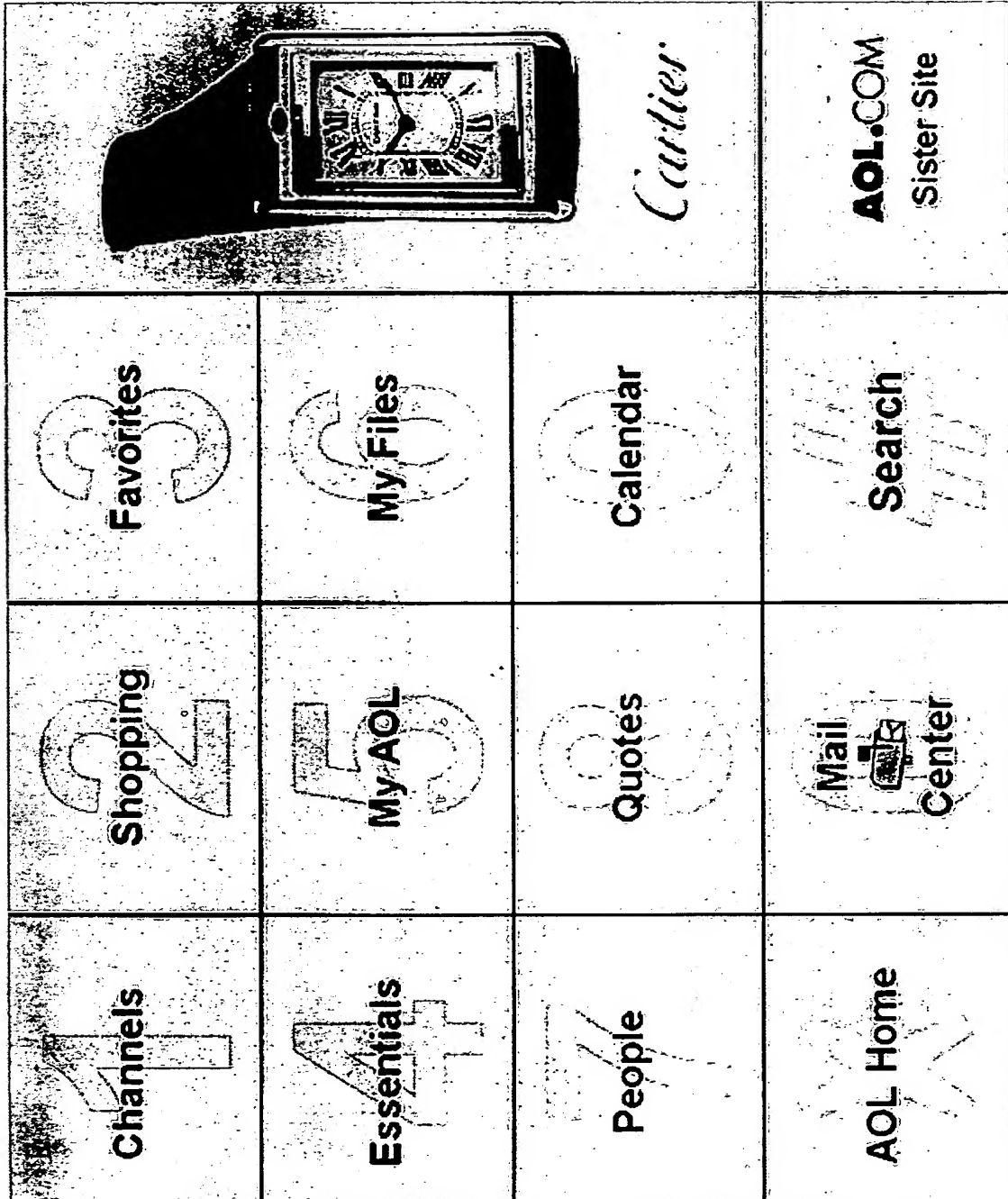








FIG. 2B

BEST AVAILABLE COPY

Thursday, February 17, 2000

Yahoo!

Page: 1

																												
 What's New	 Check Email																											
 Personalize	 Help																											
Yahoo! Mail free email for life																												
<input type="text"/>																												
Free Internet Access																												
<input type="text"/> Search advanced search																												
Shopping - Auctions - Yellow Pages - People Search - Maps - Travel - Classifieds - Personals - Games - Chat - Clubs Mail - Calendar - Messenger - Companion - My Yahoo! - News - Sports - Weather - TV - Stock Quotes - more...																												
Yahoo! Shopping - Thousands of stores. Millions of products. <table border="0"><tr><td>Departments</td><td>Stores</td><td>Products</td></tr><tr><td>Apparel</td><td>Toys R Us</td><td>Digital cameras</td></tr><tr><td>Bath/Beauty</td><td>Gap</td><td>Pokemon</td></tr><tr><td>Computers</td><td>Vermont Teddy Bear</td><td>MP3 players</td></tr><tr><td>Electronics</td><td>Macy's</td><td>DVD players</td></tr><tr><td>Flowers</td><td></td><td></td></tr><tr><td>Food/Drink</td><td></td><td></td></tr><tr><td>Music</td><td></td><td></td></tr><tr><td>Video/DVD</td><td></td><td></td></tr></table>	Departments	Stores	Products	Apparel	Toys R Us	Digital cameras	Bath/Beauty	Gap	Pokemon	Computers	Vermont Teddy Bear	MP3 players	Electronics	Macy's	DVD players	Flowers			Food/Drink			Music			Video/DVD			In the News <ul style="list-style-type: none">Clinton urges Congress to back Congo forceWindows 2000 debutNASA releases NEAR asteroid images more...
Departments	Stores	Products																										
Apparel	Toys R Us	Digital cameras																										
Bath/Beauty	Gap	Pokemon																										
Computers	Vermont Teddy Bear	MP3 players																										
Electronics	Macy's	DVD players																										
Flowers																												
Food/Drink																												
Music																												
Video/DVD																												
Arts & Humanities Literature , Photography ...	News & Media Full Coverage , Newspapers , TV ...	Marketplace <ul style="list-style-type: none">Loan Center - auto loans, mortgages, credit reportsYahoo! Bill Pay - free 3-month trialYahoo! Autos - buy new and used cars more...																										
Business & Economy Companies , Finance , Jobs ...	Recreation & Sports Sports , Travel , Autos , Outdoors ...	Inside Yahoo! <ul style="list-style-type: none">Yahoo! Outloud - featuring Smash MouthY! Mobile - Yahoo! on your phonePlay free Fantasy Auto RacingY! Greetings - free greeting cards more...																										
Computers & Internet Internet , WWW , Software , Games ...	Reference Libraries , Dictionaries , Quotations ...																											
Education College and University , K-12 ...	Regional Countries , Regions , US States ...																											
Entertainment Cool Links , Movies , Humor , Music ...	Science Animals , Astronomy , Engineering ...																											
Government Elections , Military , Law , Taxes ...	Social Science Archaeology , Economics , Languages ...																											
Health Medicine , Diseases , Drugs , Fitness ...	Society & Culture People , Environment , Religion ...																											
World Yahoo! Europe : Denmark - France - Germany - Italy - Norway - Spain - Sweden - UK & Ireland Pacific Rim : Asia - Australia & NZ - China - Chinese - HK - Japan - Korea - Singapore - Taiwan Americas : Brazil - Canada - Mexico - Spanish																												
Yahoo! Get Local LA - NYC - SF Bay - Chicago - more...																												
Other Autos - Careers - Digital - Entertainment - Greetings - Health - Invites - Local Events - Net Events Message Boards - Movies - Music - Real Estate - Small Business - Y! Internet Life - Yahoo!igans!																												
<p>Yahoo! prefers </p> <p>How to Suggest a Site - Company Info - Privacy Policy - Terms of Service - Contributors - Openings at Yahoo!</p> <p>Copyright © 2000 Yahoo! Inc. All rights reserved. Copyright Policy</p>																												

<http://www.yahoo.com/>

FIG. 2C

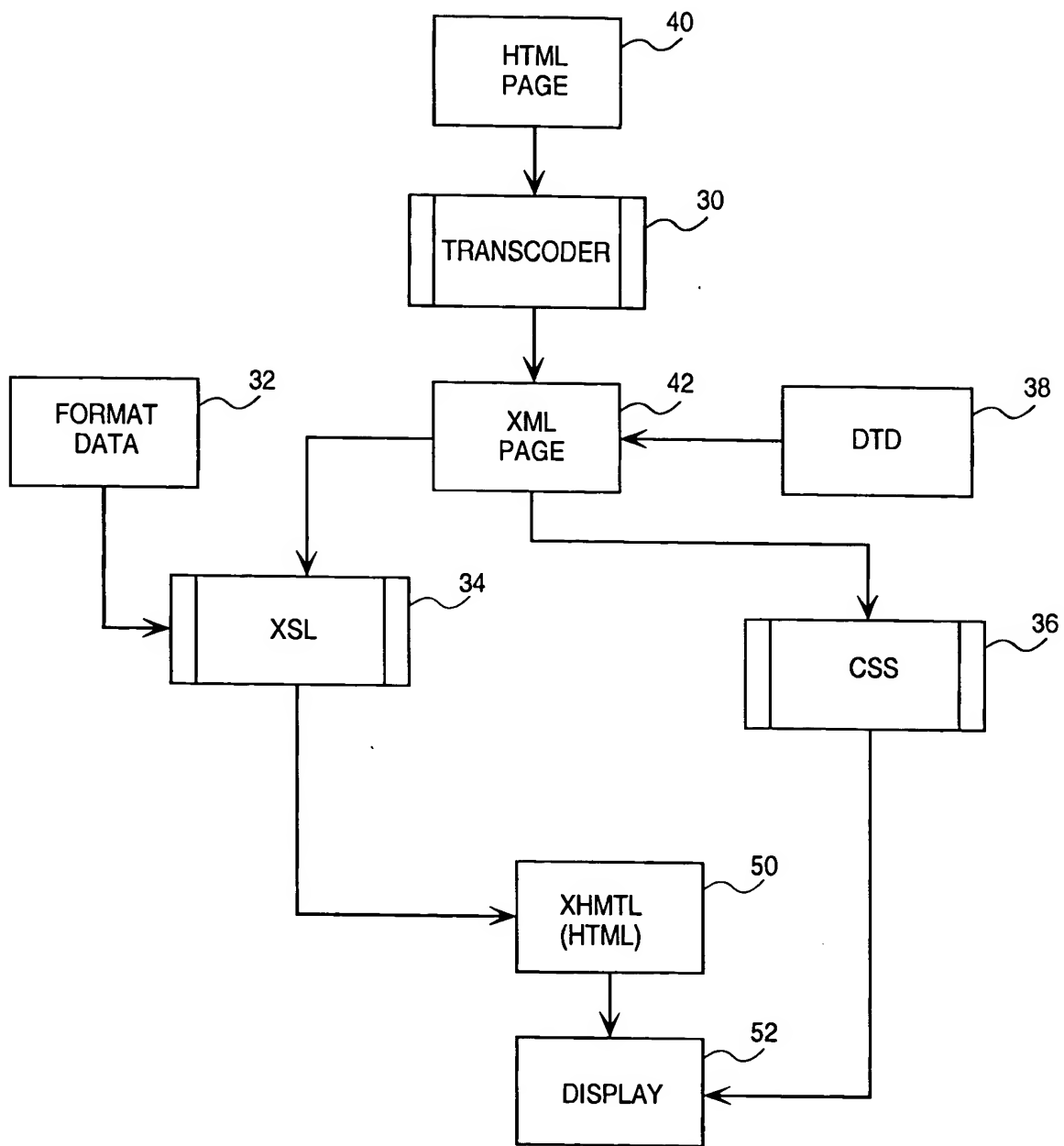


FIG. 3

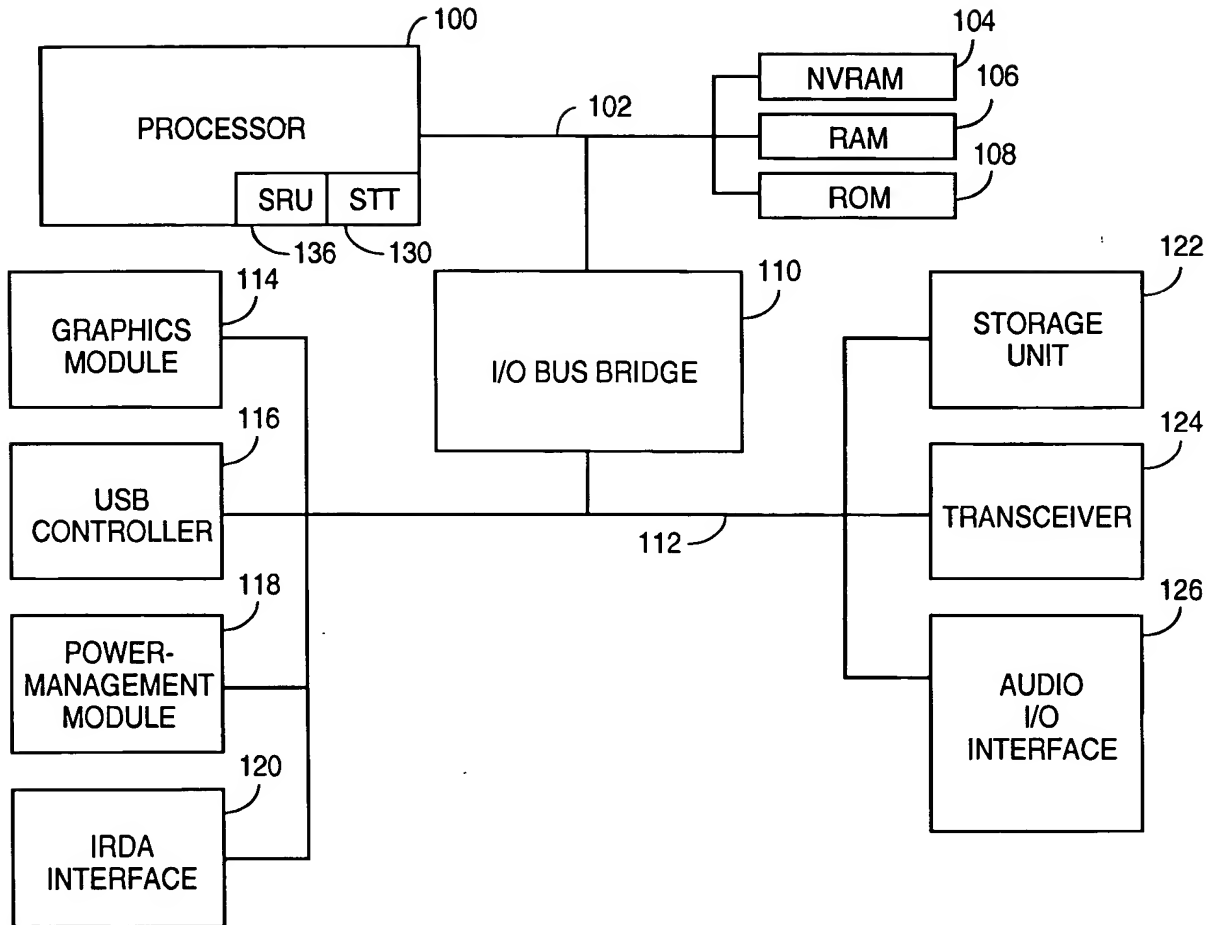


FIG. 4

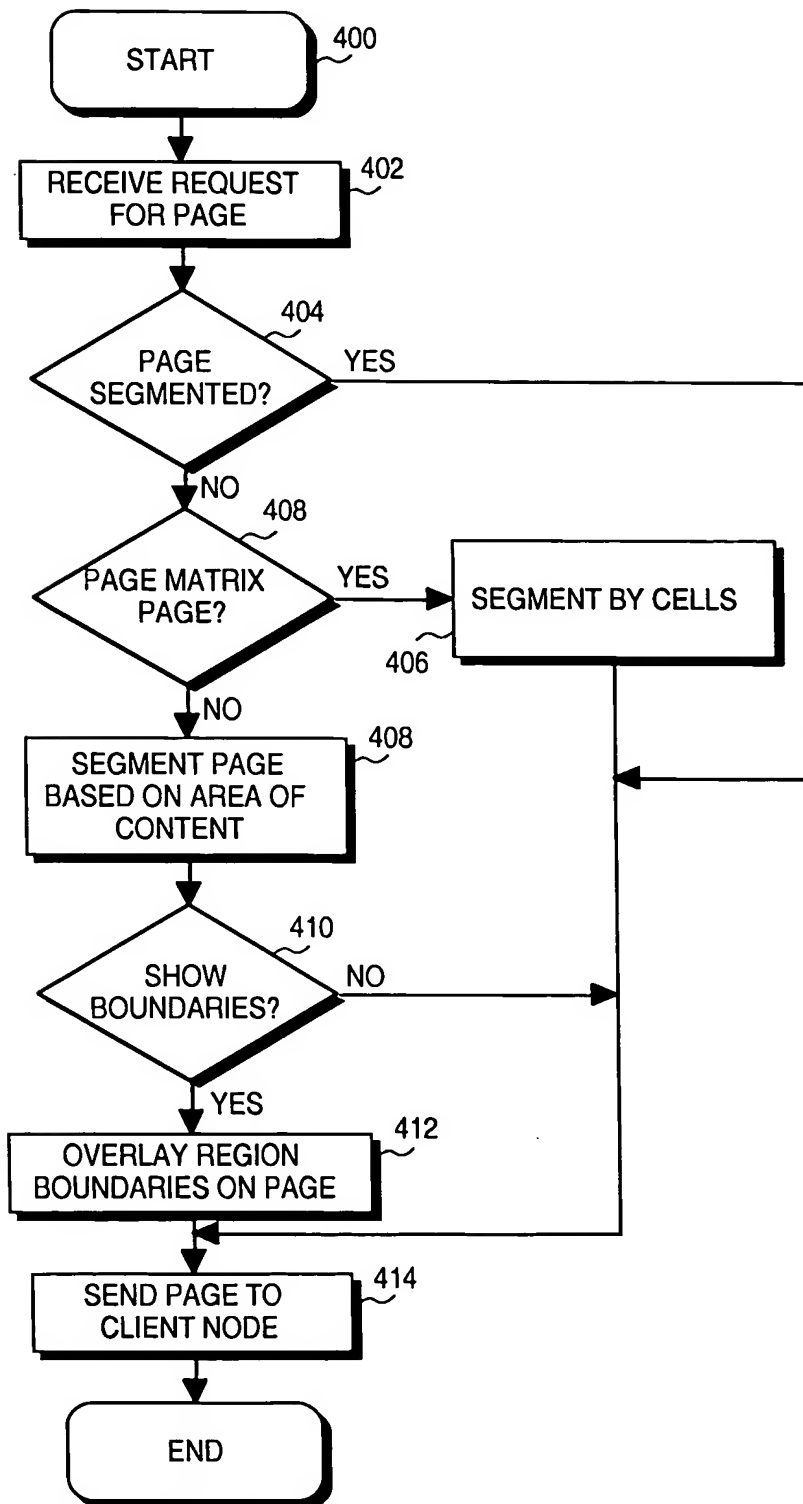


FIG. 5A

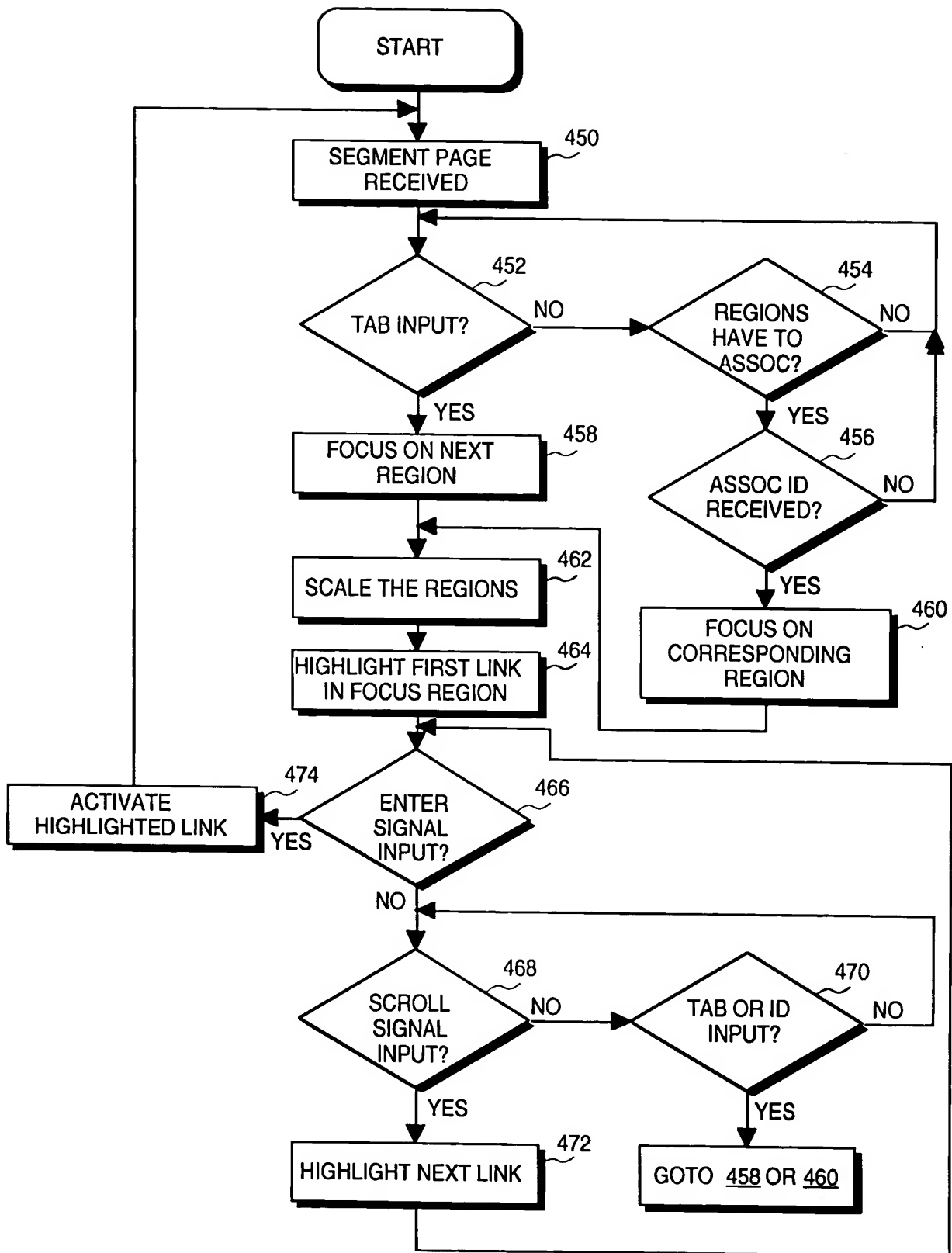


FIG. 5B

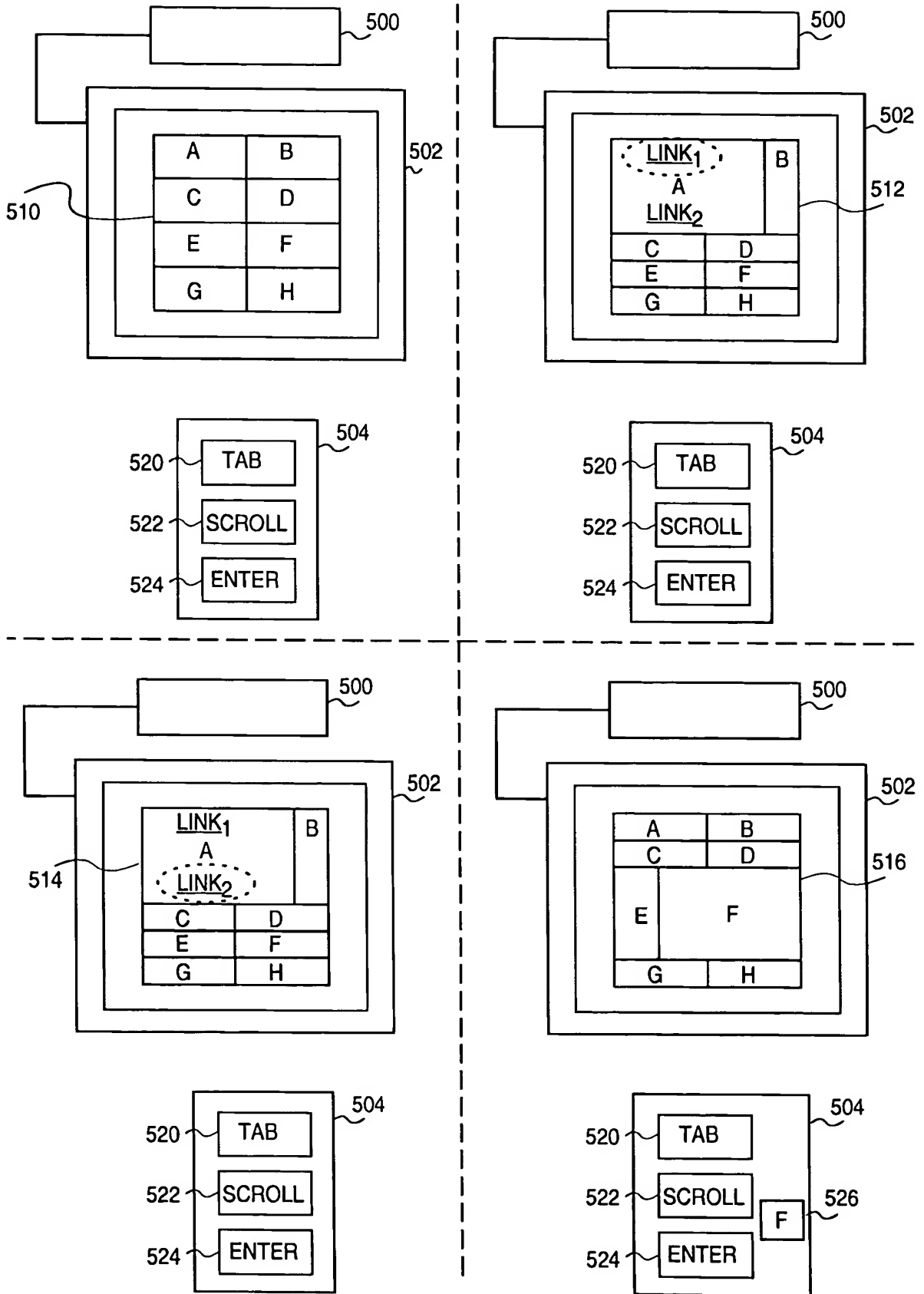


FIG. 5C

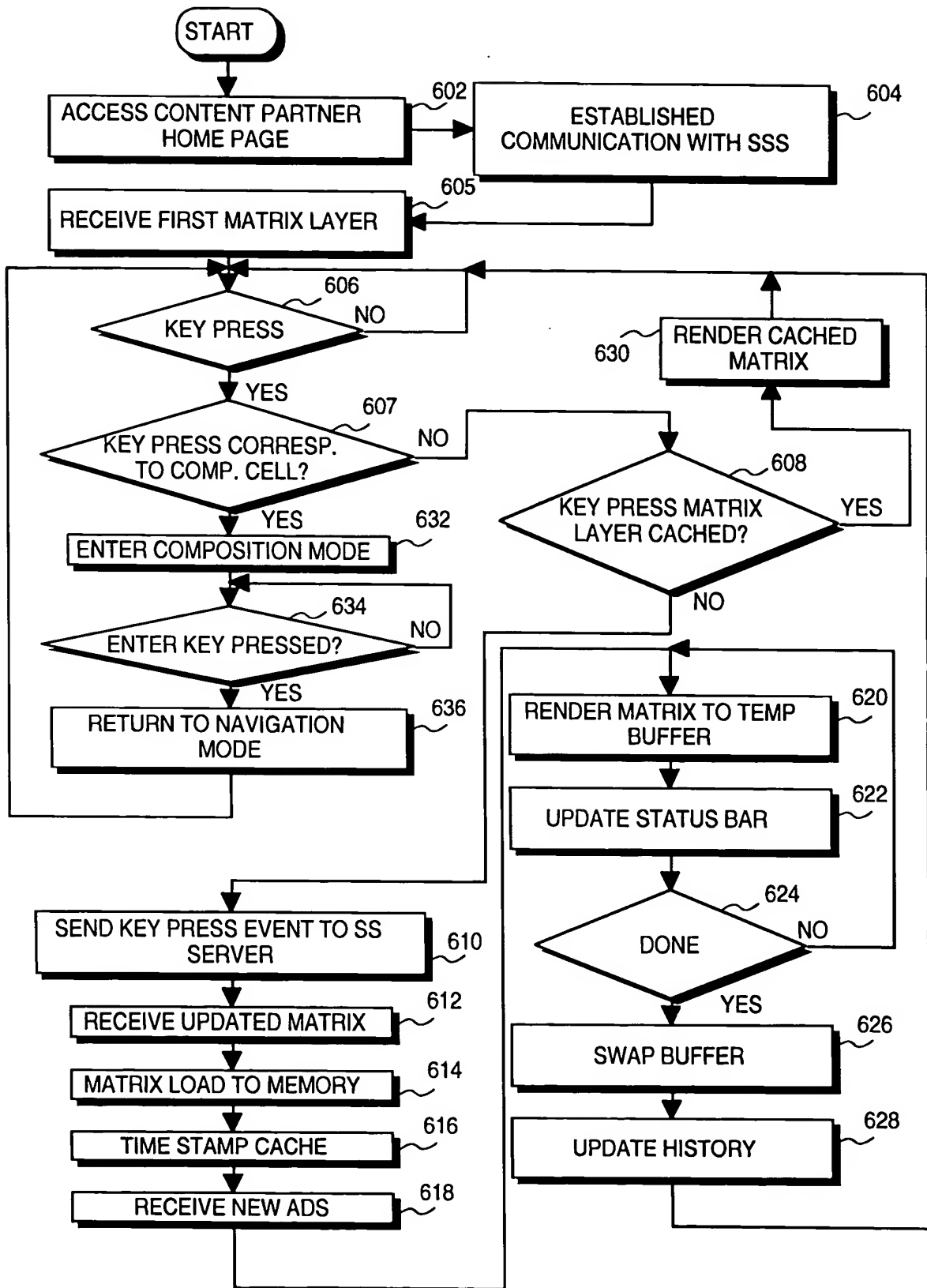


FIG. 6

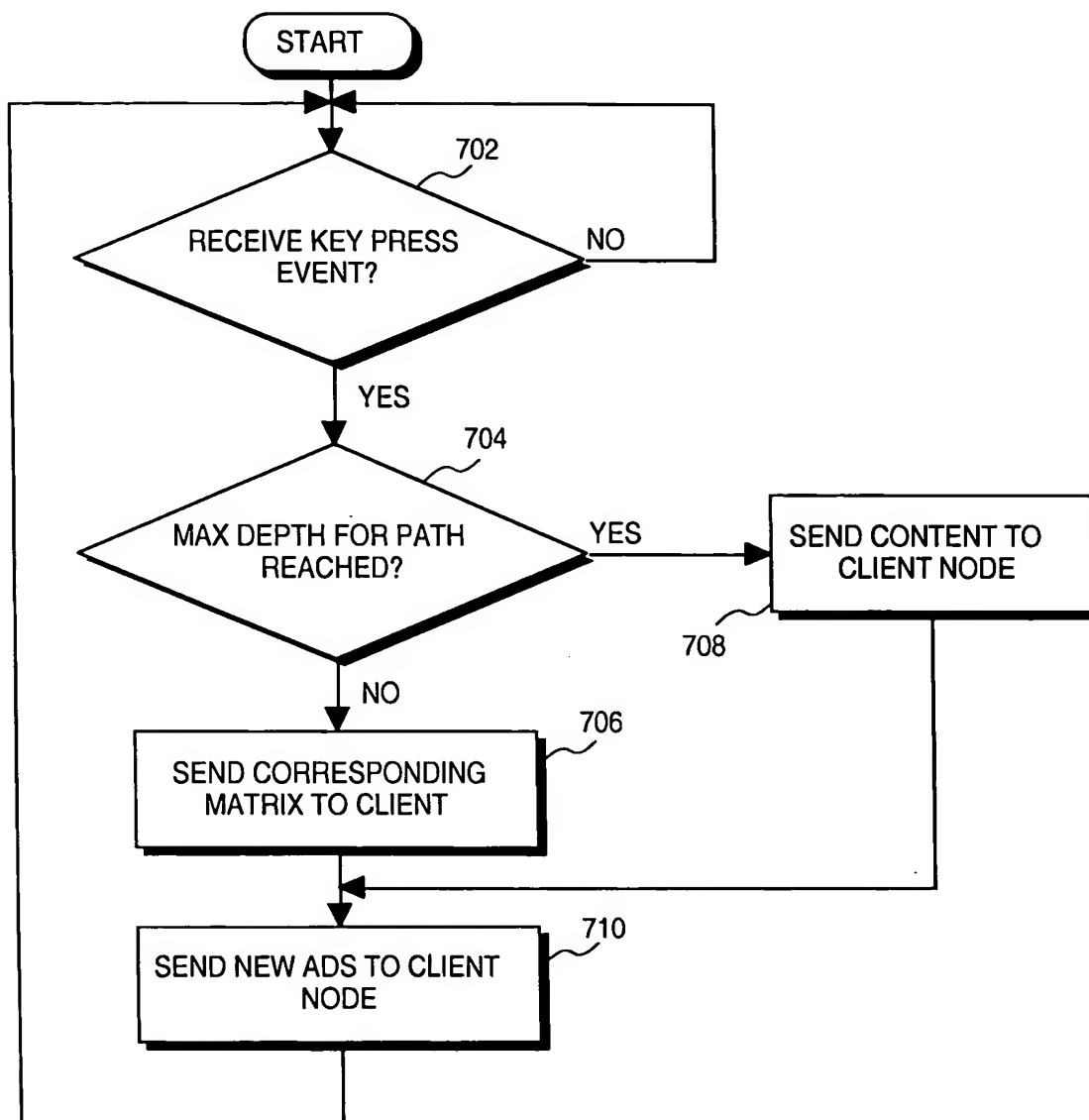


FIG. 7

1	2	3	A
4	5	6	B
7	8	9	C
*	0	#	<div>Asynchronous Messages</div> <div>Title Block</div> <div><div></div>85%</div>

FIG. 8

BEST AVAILABLE COPY

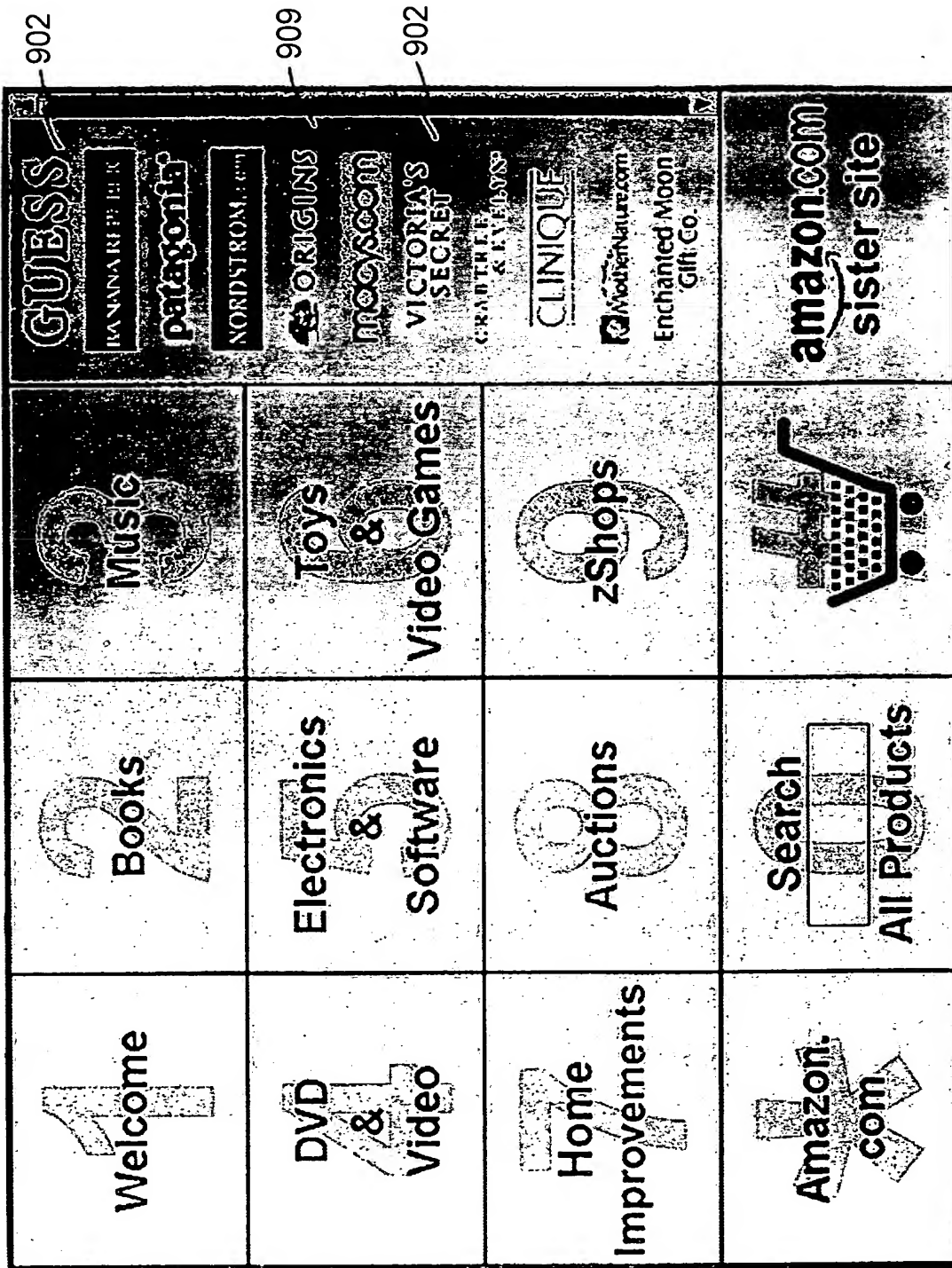


FIG. 9A

BEST AVAILABLE COPY

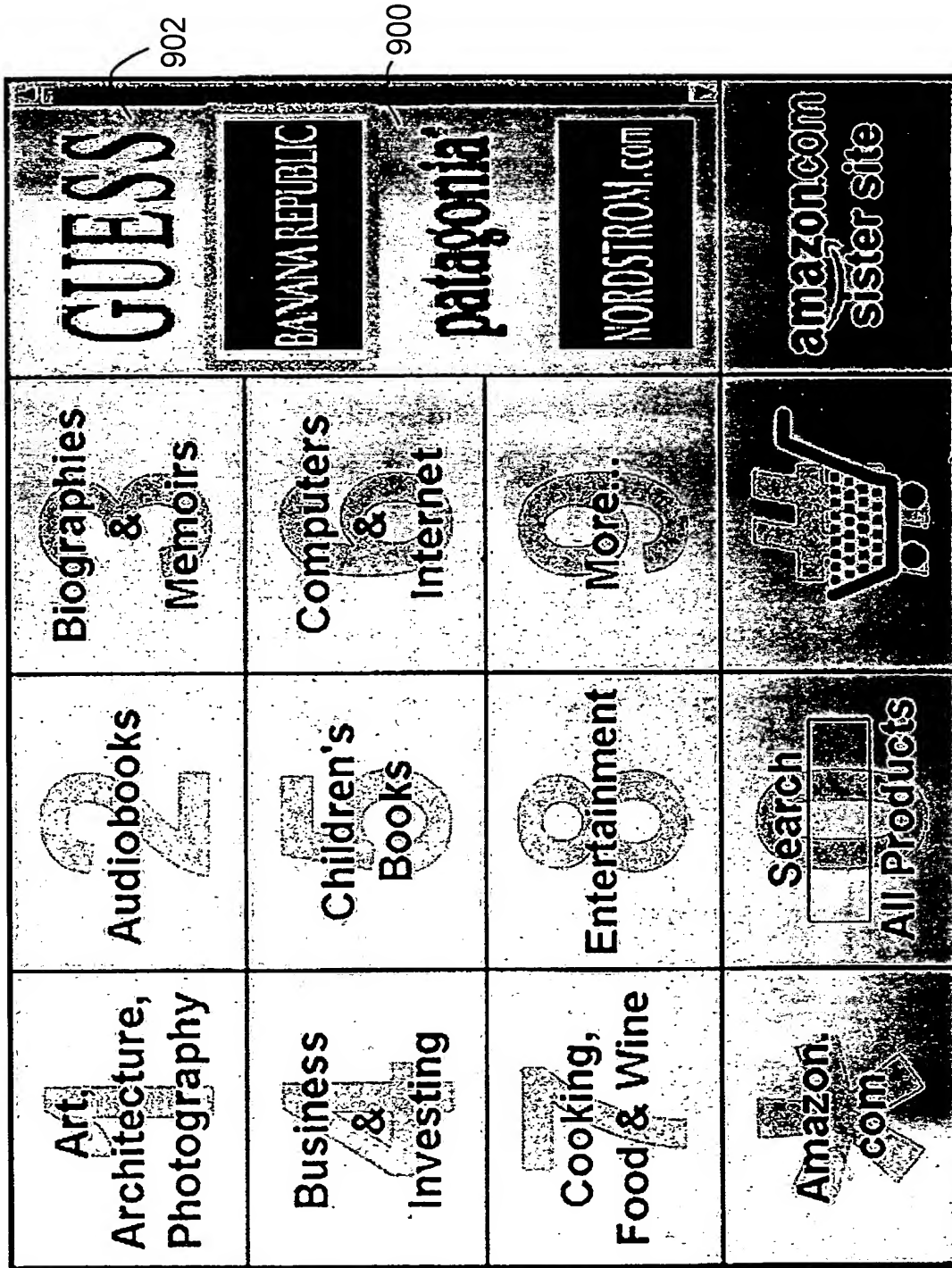


FIG. 9B

BEST AVAILABLE COPY

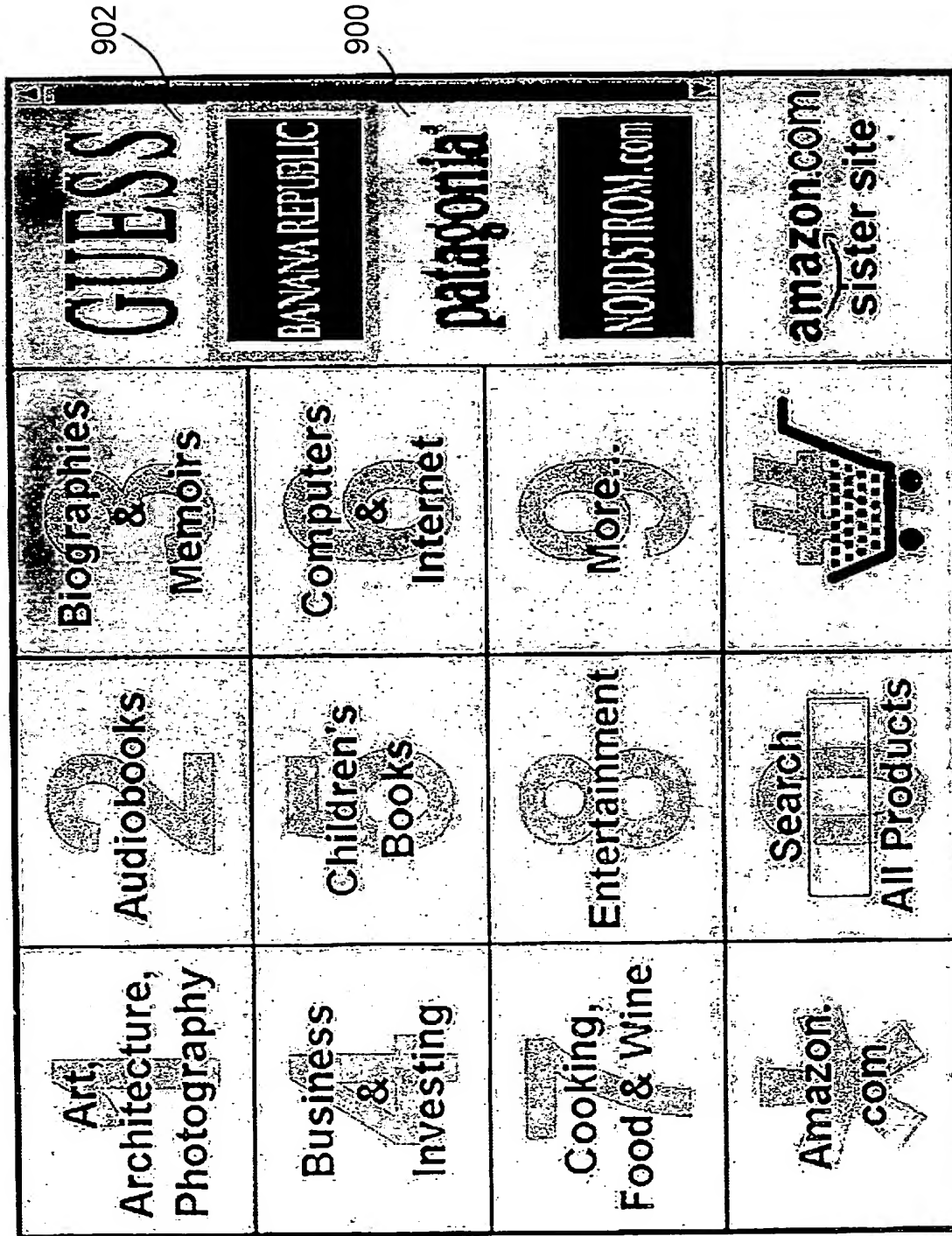


FIG. 9C

BEST AVAILABLE COPY

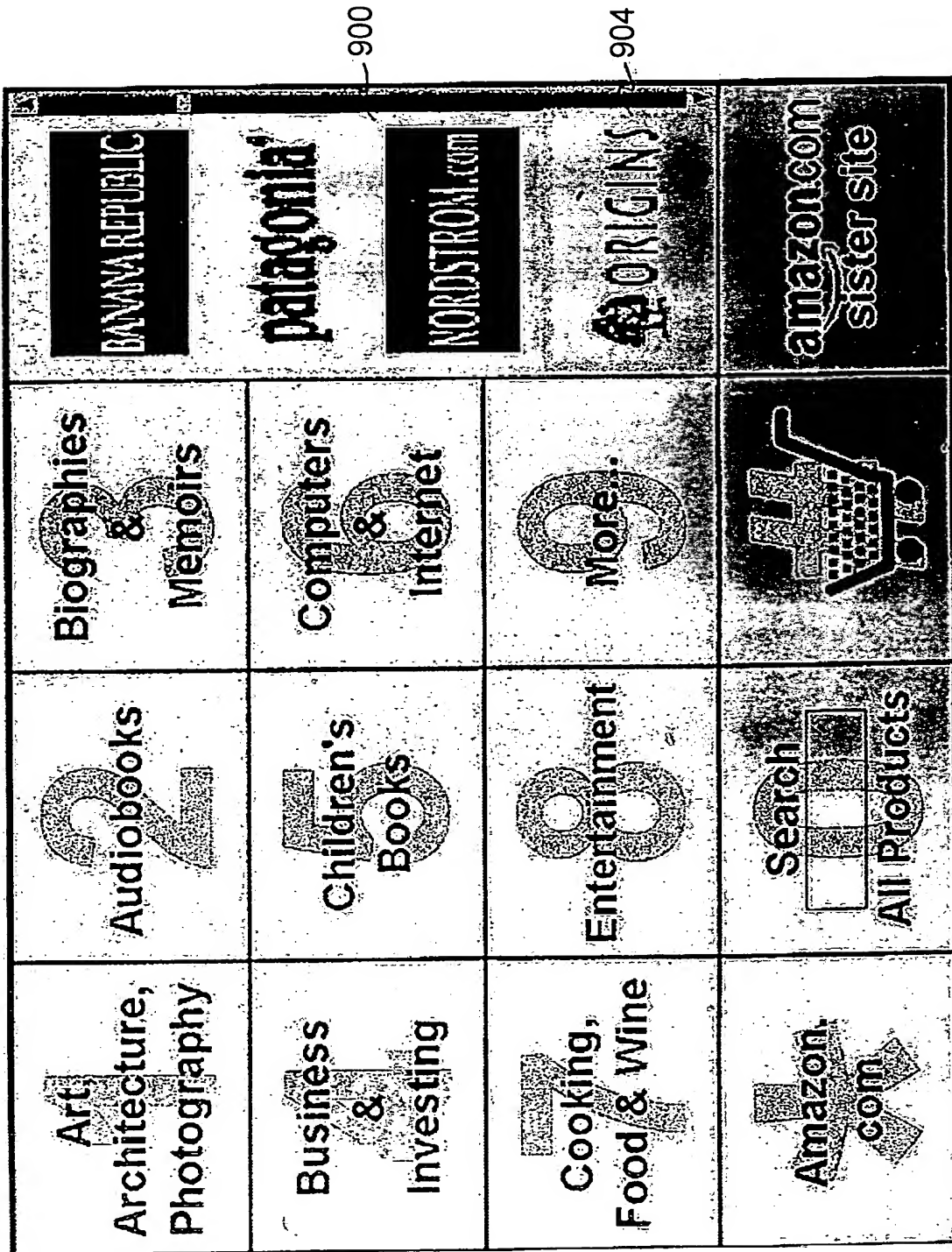


FIG. 9D

BEST AVAILABLE

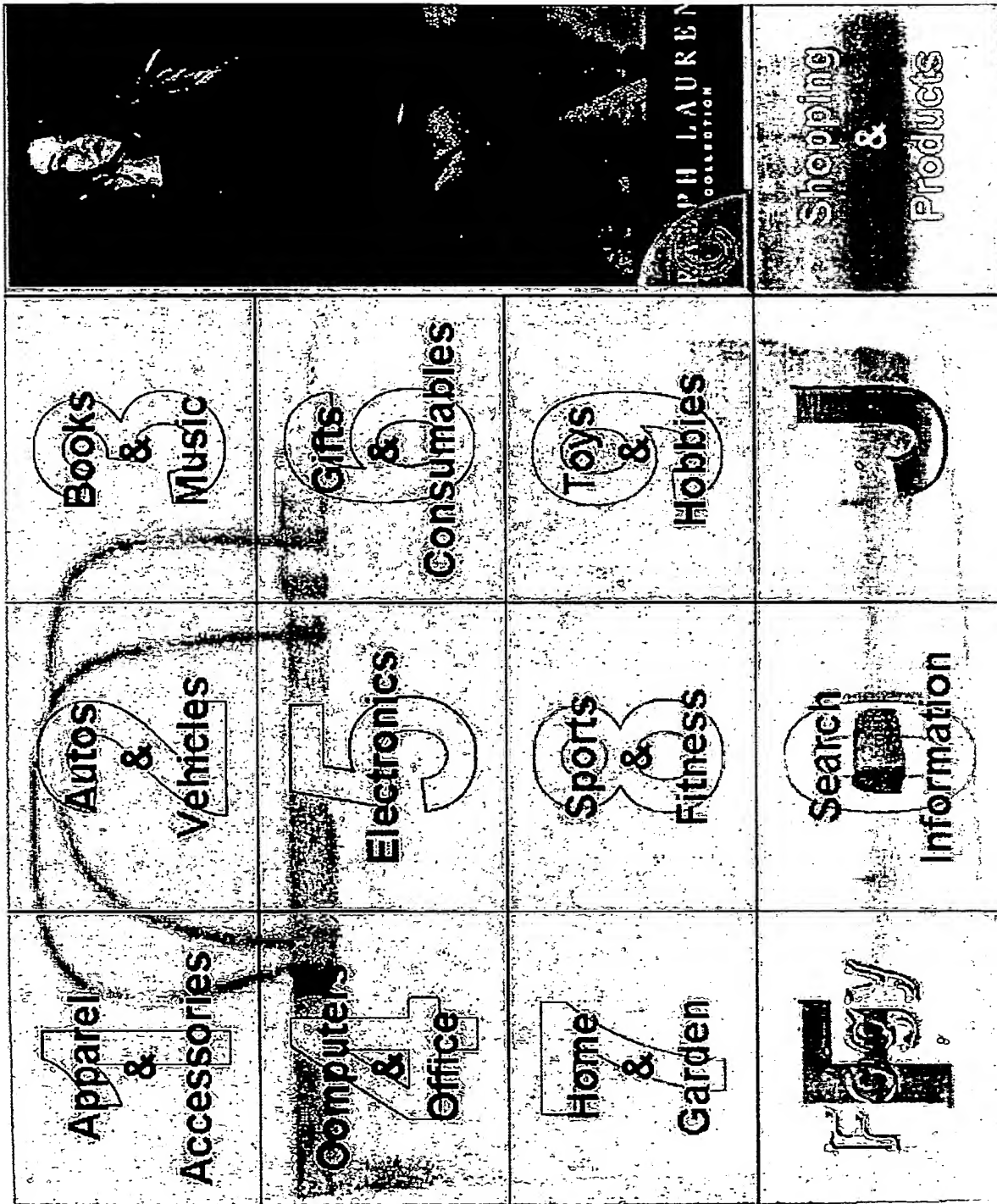


FIG. 10a

BEST AVAILABLE COPY

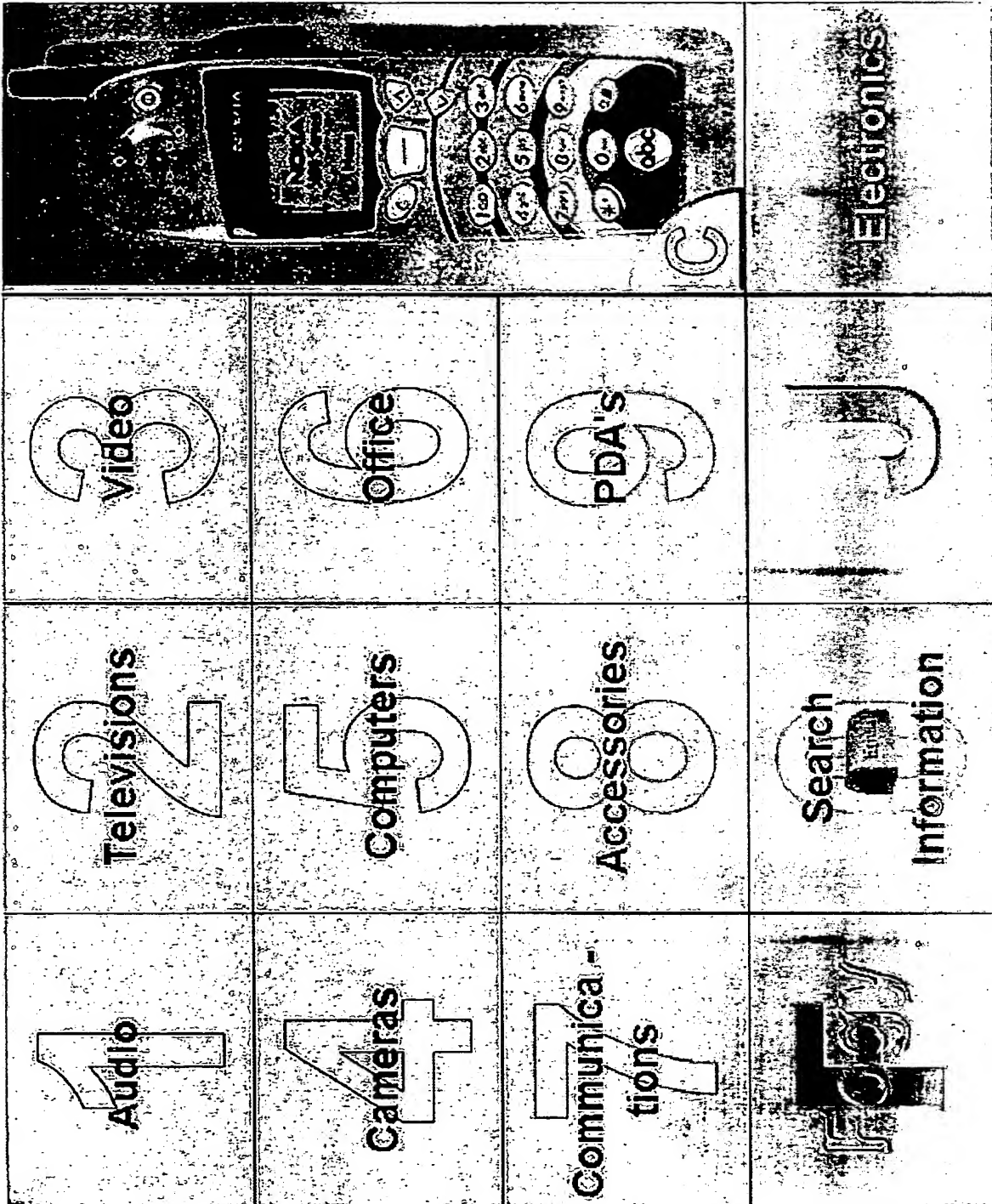


FIG. 10b

BEST AVAILABLE COPY

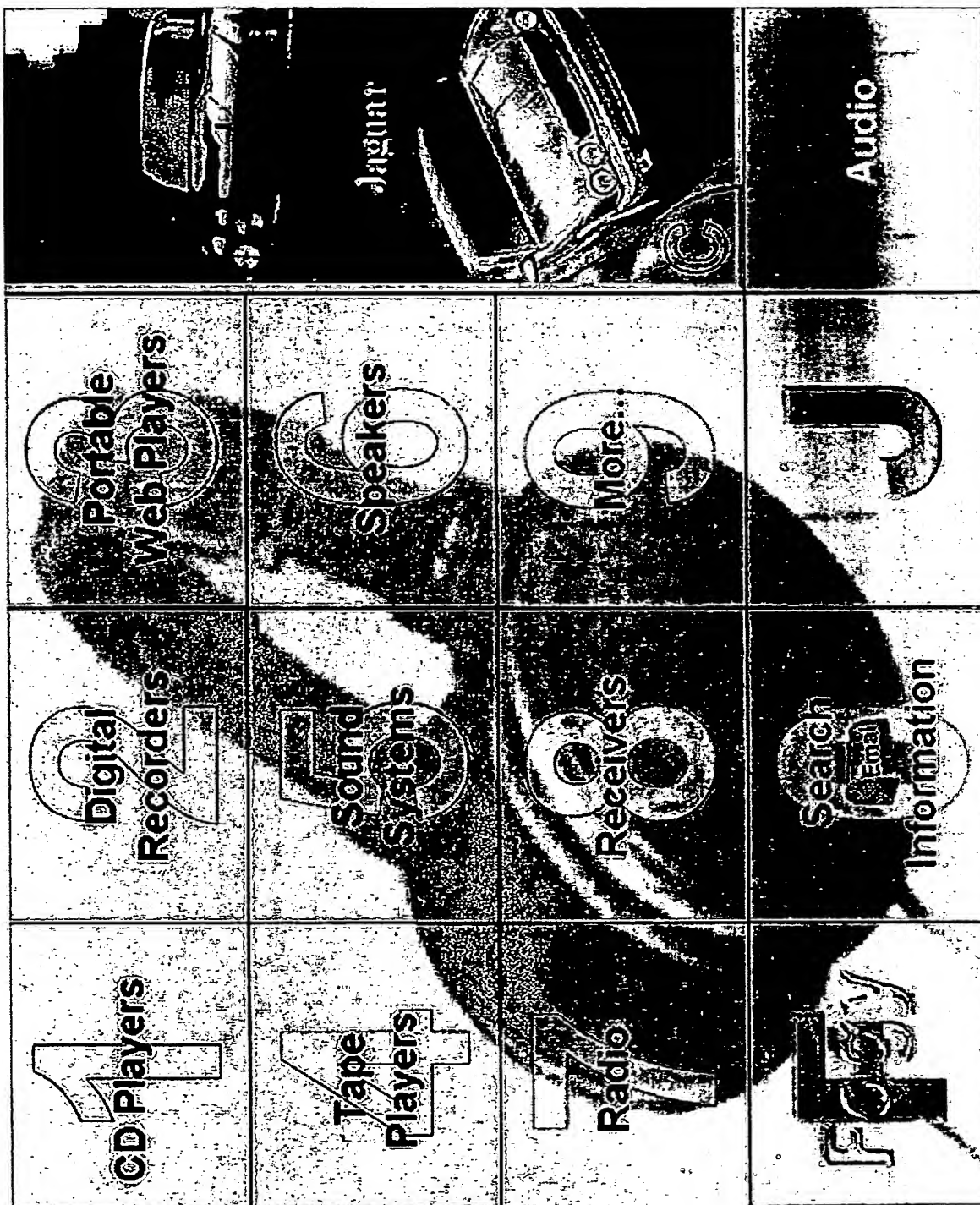


FIG. 10c

BEST AVAILABLE COPY

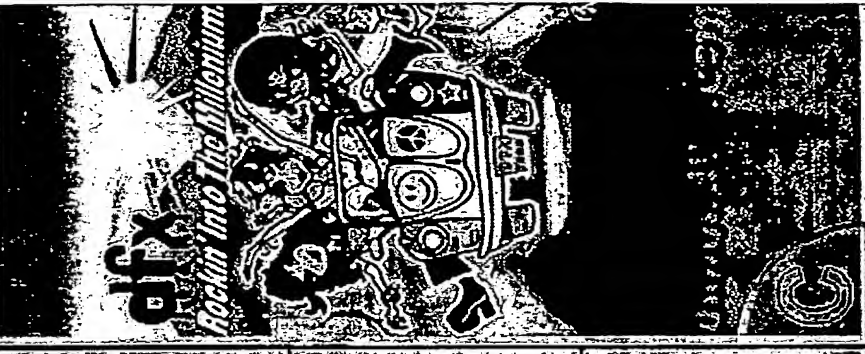
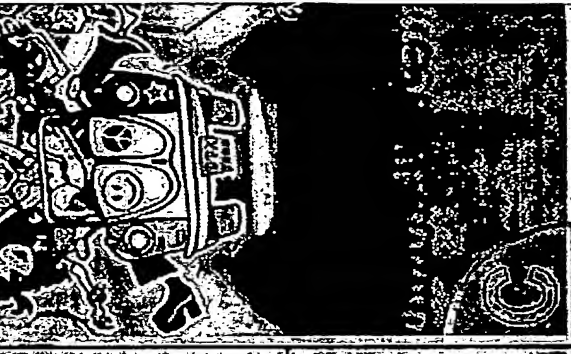
<p>Stereo Only \$150 - \$290</p>	<p>Pro-Logic \$180 - \$390</p>	<p>Surround \$680 - \$800</p>	
<p>CR Industry Report</p>			
<p>FOR</p>	<p>Search Information</p>	<p>J</p>	<p>Receivers</p>

FIG. 10d

BEST AVAILABLE CC

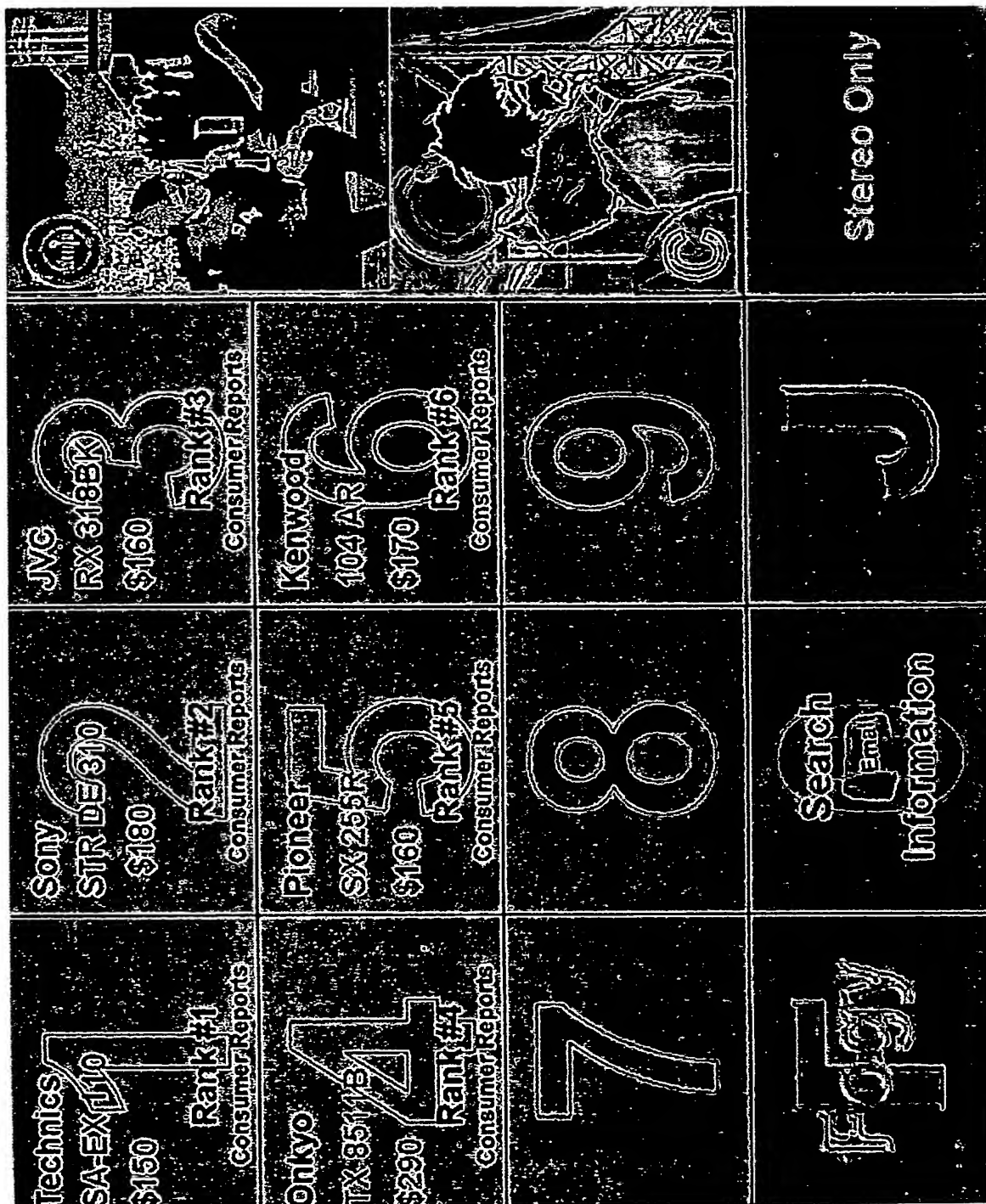


FIG. 10e

BEST AVAILABLE


<p>Technics SA-EX110</p> <p>\$150 Our Price: \$129</p>  <p>Rank #1 Consumer Reports</p>		<p>3 Features</p>	<p>6 Specifications</p>	<p>9 PURCHASE</p>	<p>Technics</p>
<p>Consumer Report</p>	<p>8 Similar Products</p>			<p>Search Information</p>	<p>Technics</p>
<p>FOV</p>				<p>Technics</p>	<p>Technics</p>

FIG. 10f

BEST AVAILABLE COPY

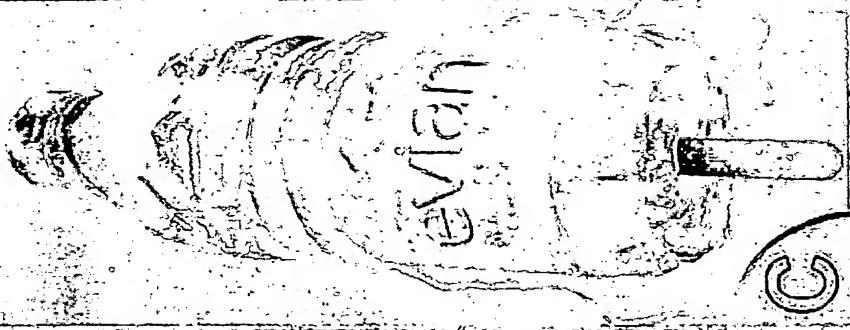
<p>1 Credit Card Type</p> <input type="text"/>	<p>2 Credit Card Number</p> <input type="text"/>	<p>3 Expiration Date</p> <input type="text"/>	
<p>4 Name</p> <input type="text"/>	<p>5 Street Address</p> <input type="text"/>	<p>6 City, State, Zip</p> <input type="text"/>	<p>Next</p>
<p>Ship to Different Address</p>	<p>Clear All Forms</p>	<p>Next</p>	<p>Search Information</p>
<p>Find</p>	<p>Search Information</p>	<p>Next</p>	<p>Technics PURCHASE</p>

FIG. 10g

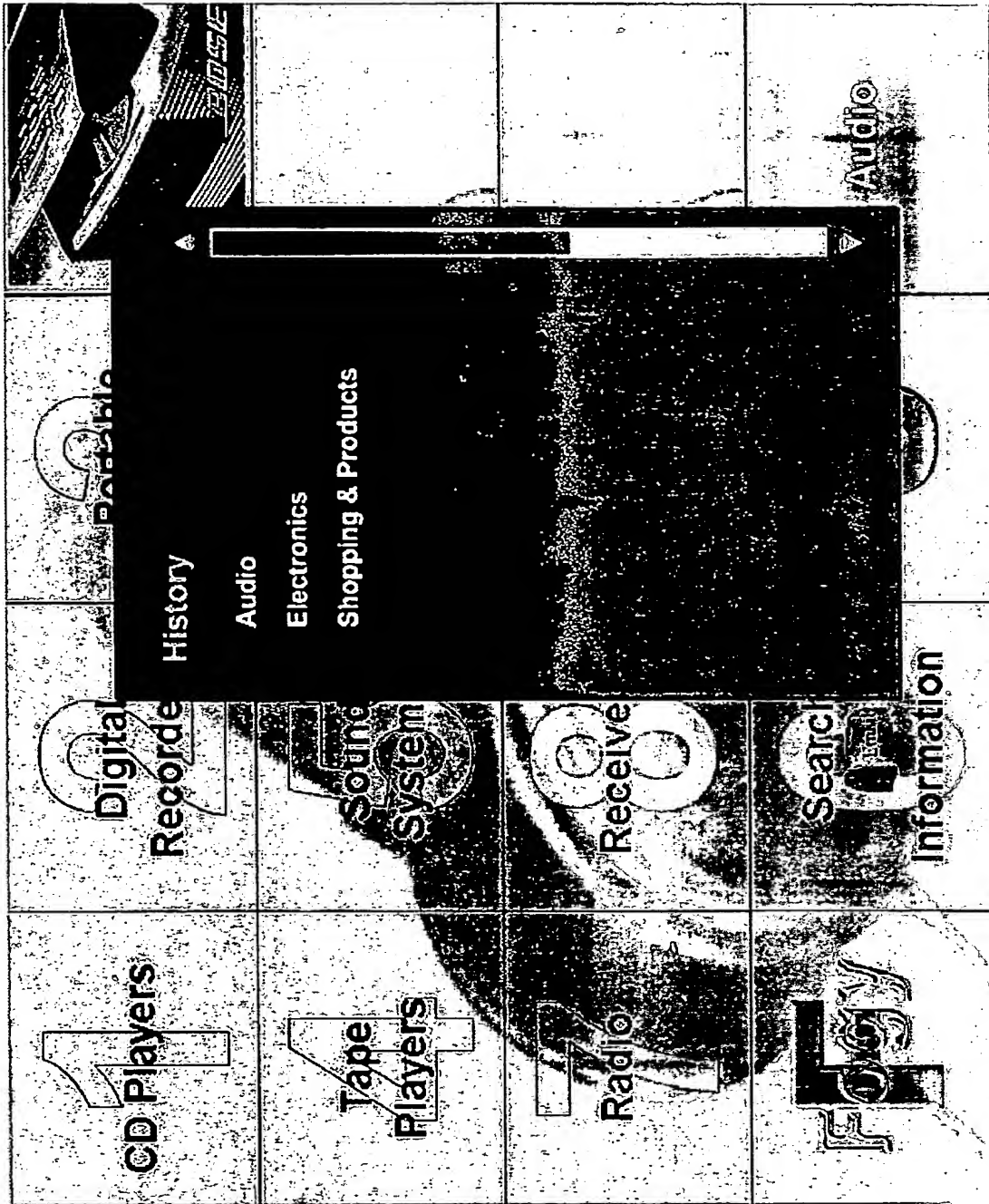


FIG. 11

BEST AVAILABLE COPY

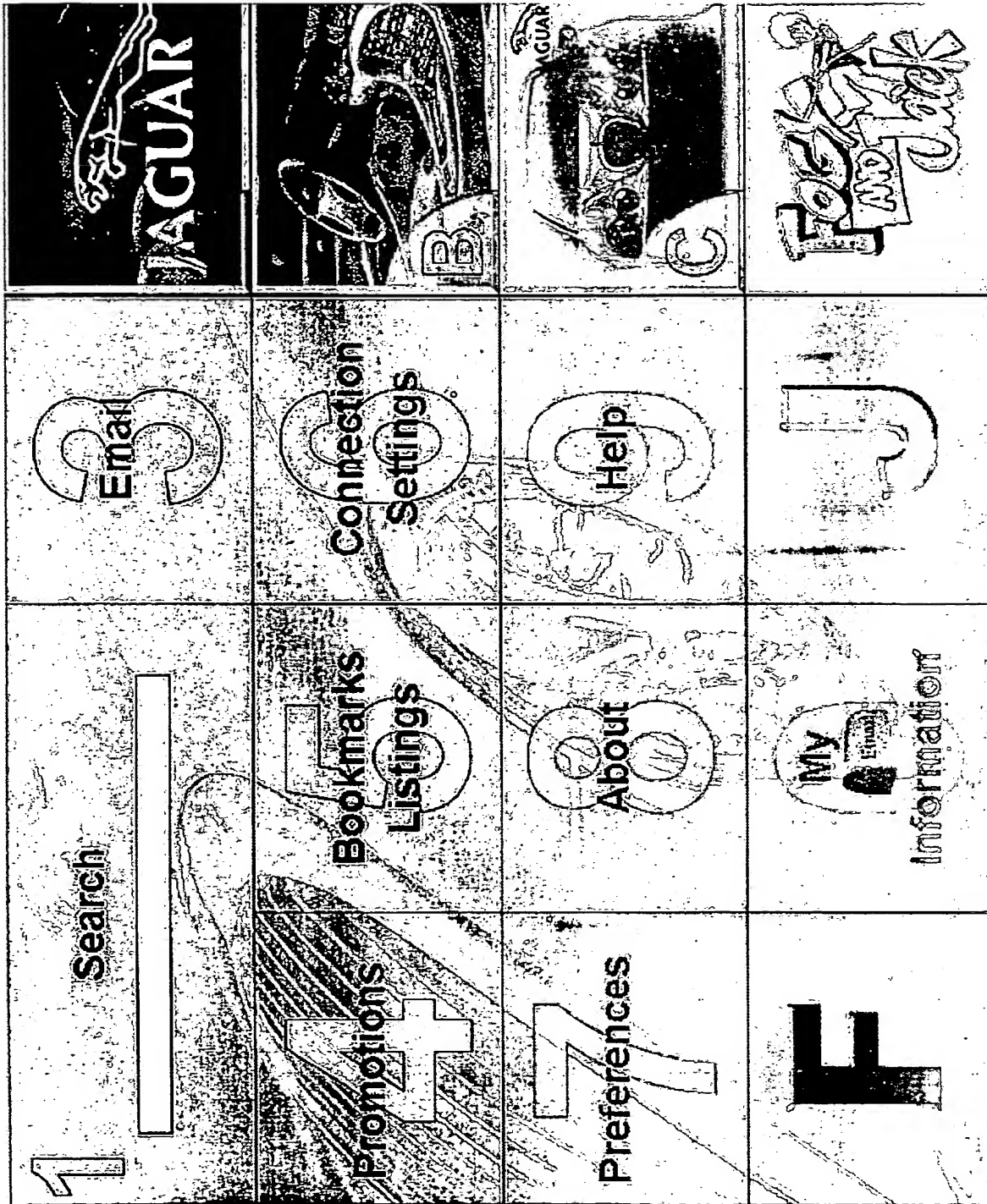


FIG. 12a

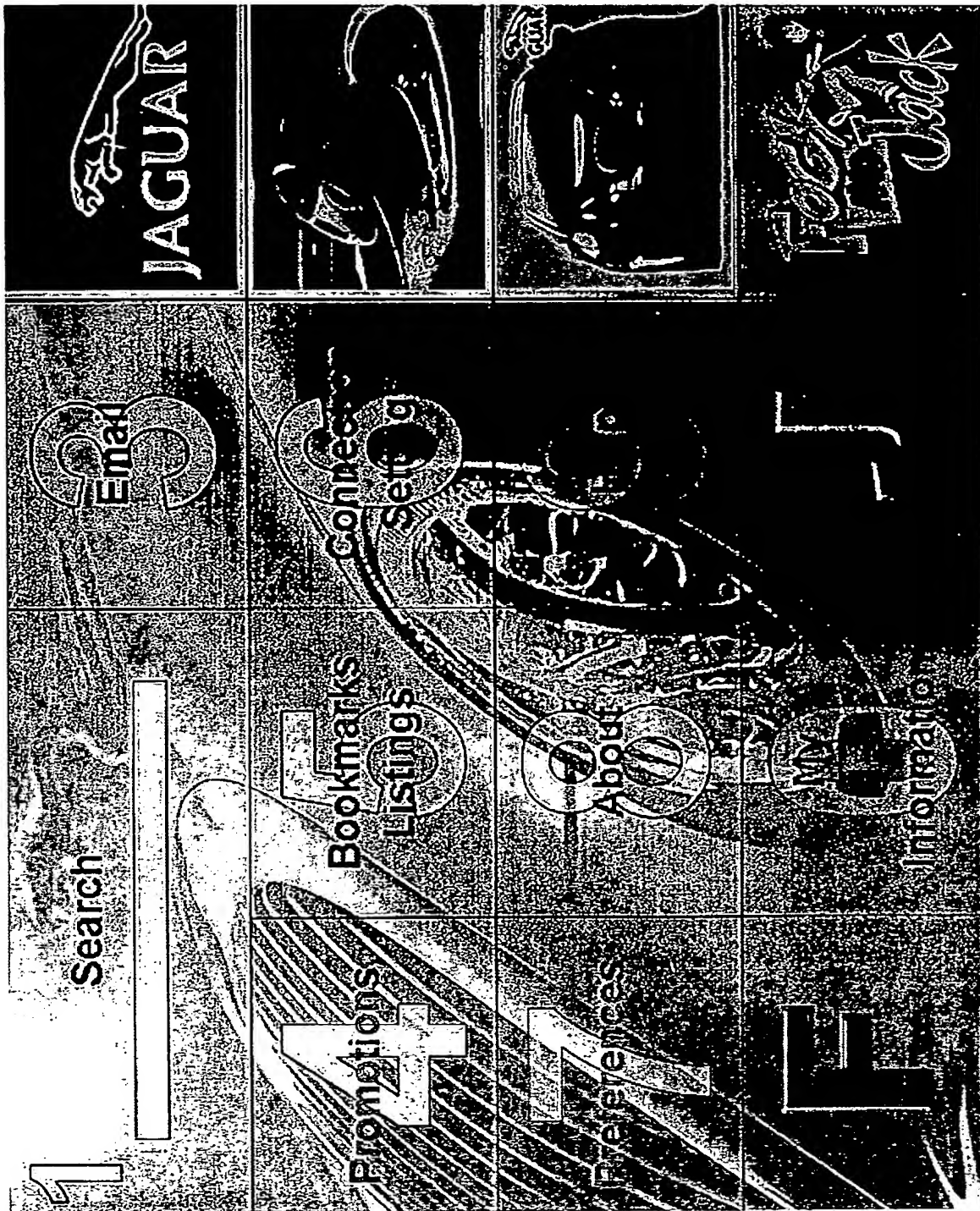


FIG. 12b

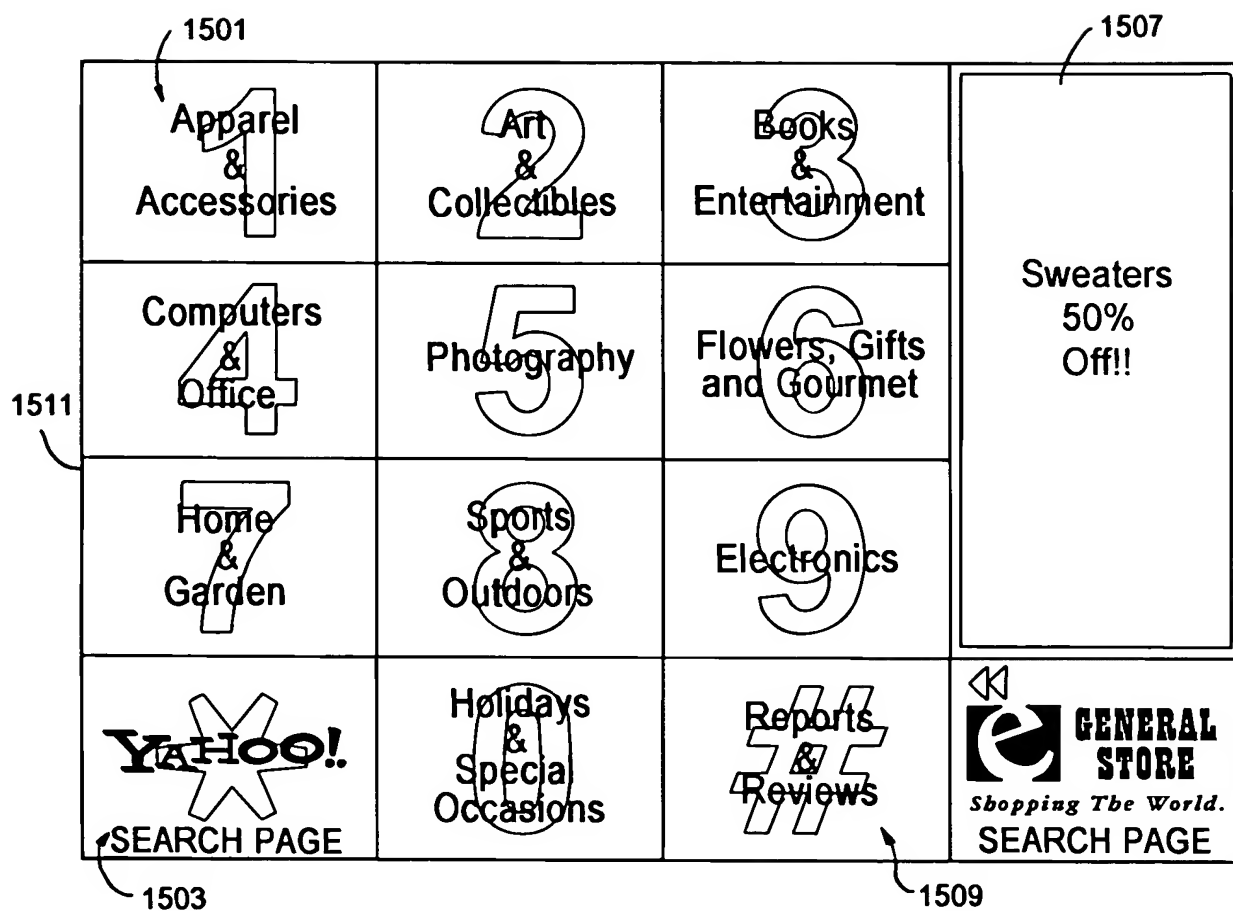
BEST AVAILABLE COPY

Inbox A	Outbox B	Sent C	Email			
<table border="1"><tr><td data-bbox="217 693 511 1766"><div>1 From: Jack@fogylack.com</div><div>2 To: user@fogylack.com</div><div>3 Subject: Welcome!</div><div>4 Welcome new Fogylack and Jack user!</div></td><td data-bbox="511 693 1096 1766"><div>5 Send</div><div>6 Save</div><div>7 Cancel</div></td><td data-bbox="1096 693 1372 1766"><div>F</div><div>Trashcan</div><div>J</div></td></tr></table>				<div>1 From: Jack@fogylack.com</div> <div>2 To: user@fogylack.com</div> <div>3 Subject: Welcome!</div> <div>4 Welcome new Fogylack and Jack user!</div>	<div>5 Send</div> <div>6 Save</div> <div>7 Cancel</div>	<div>F</div> <div>Trashcan</div> <div>J</div>
<div>1 From: Jack@fogylack.com</div> <div>2 To: user@fogylack.com</div> <div>3 Subject: Welcome!</div> <div>4 Welcome new Fogylack and Jack user!</div>	<div>5 Send</div> <div>6 Save</div> <div>7 Cancel</div>	<div>F</div> <div>Trashcan</div> <div>J</div>				

FIG. 13

		1	2	3	4
		5	6	7	8

FIG. 14



Yahoo! E-Commerce Channel

FIG. 15

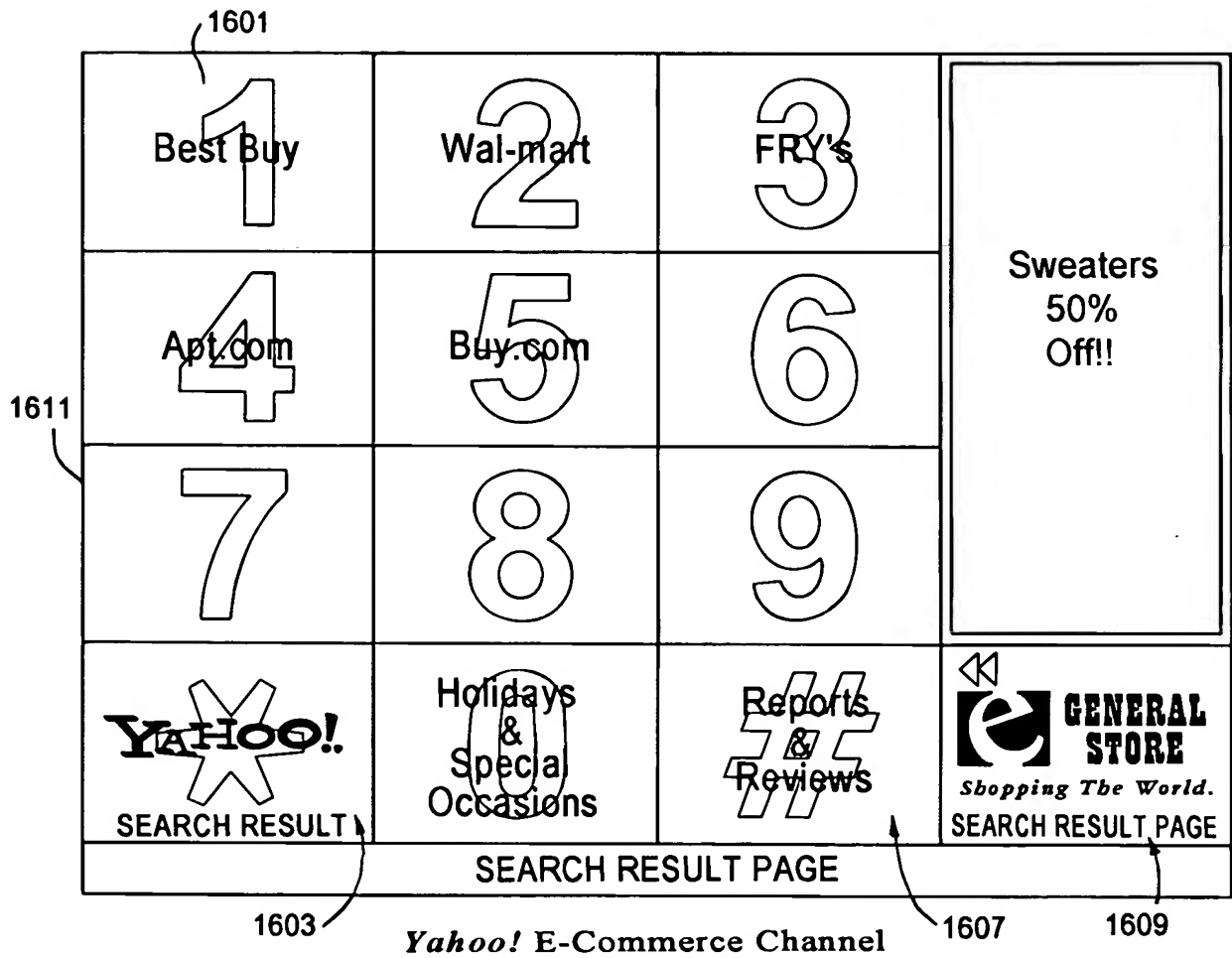


FIG. 16

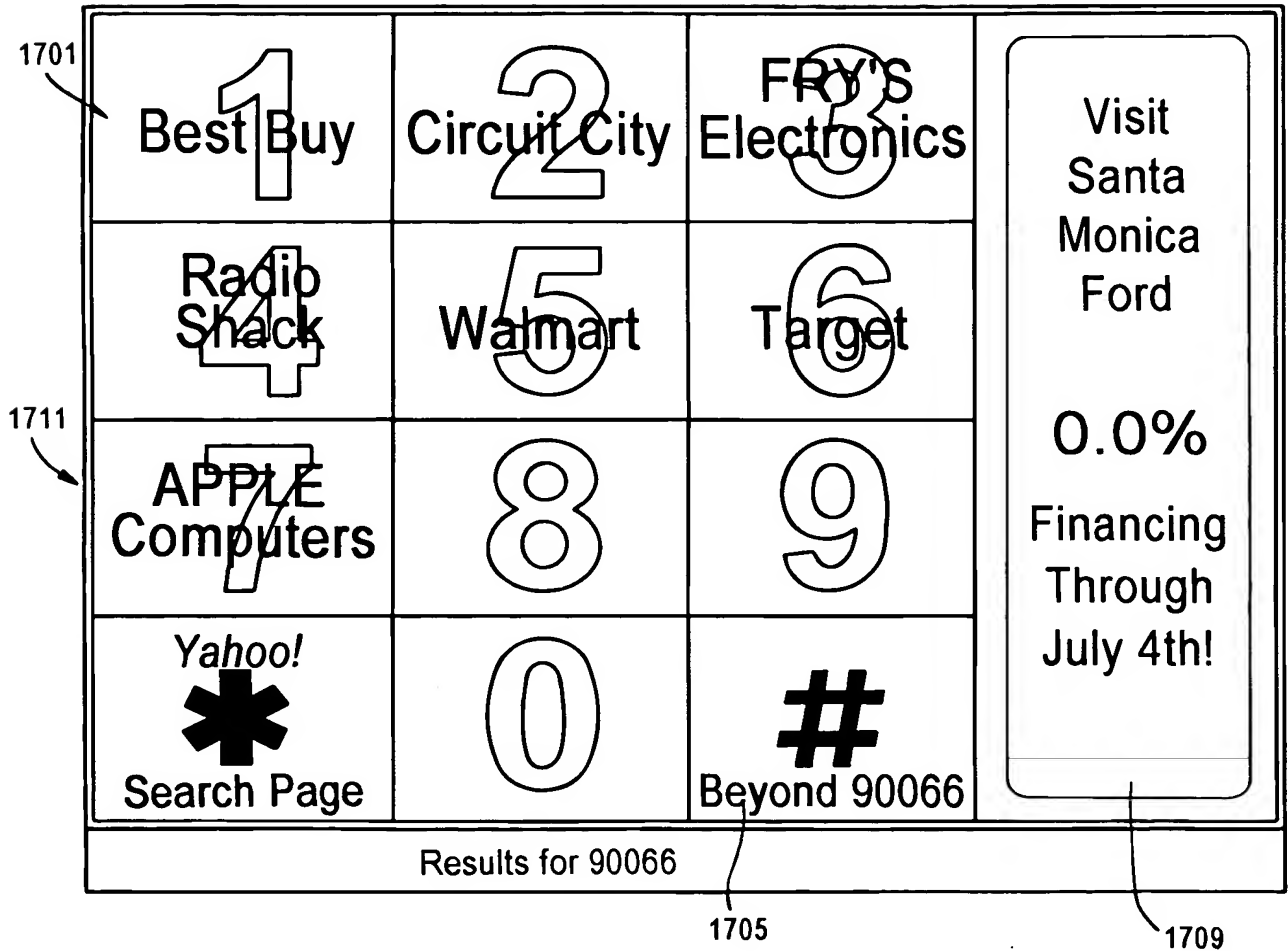


FIG. 17

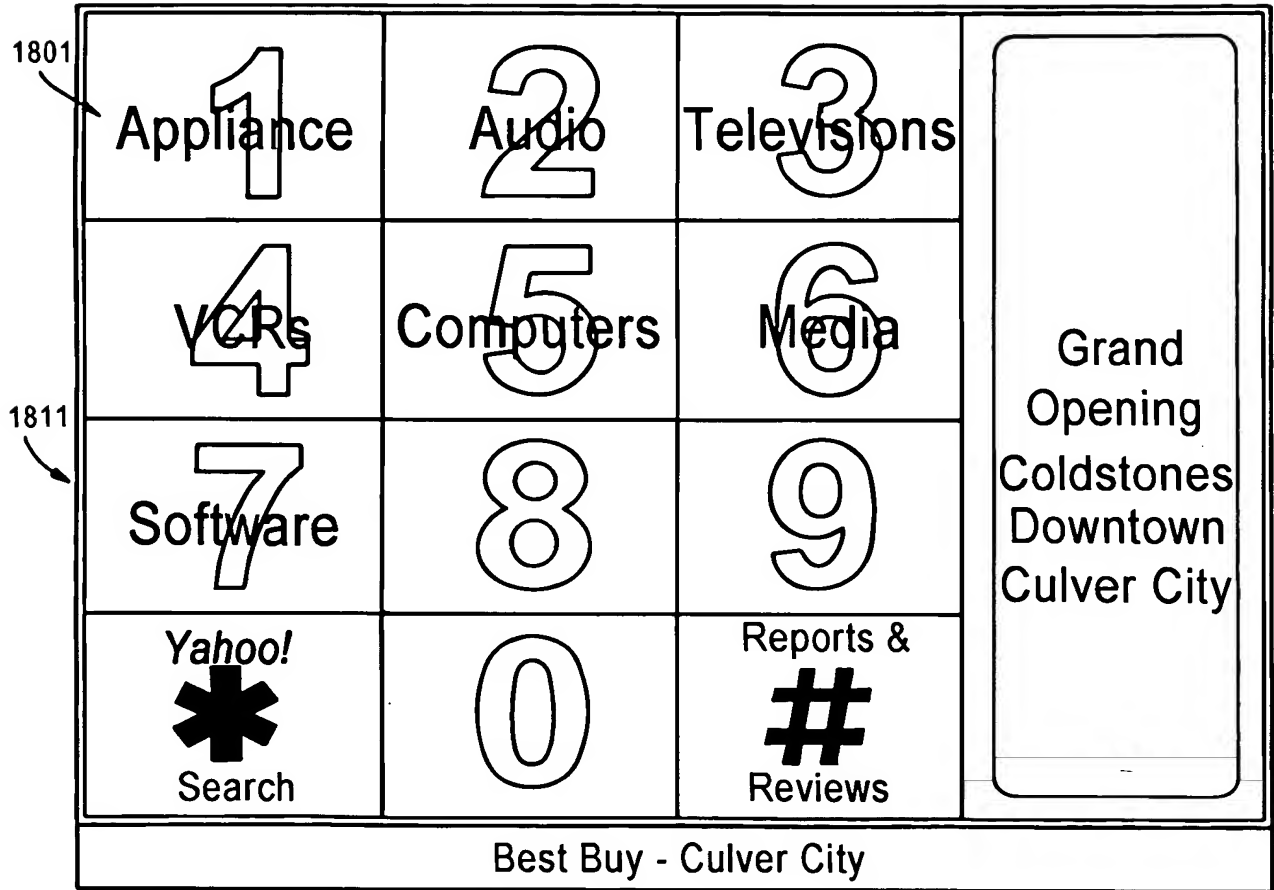
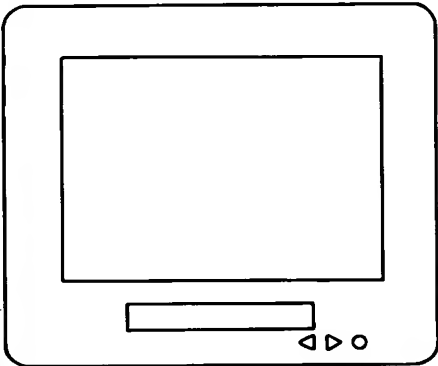


FIG. 18

1911

Sales: I-800-8MALLTV

Product ID# 181975



Panasonic
TV
\$150.00
with
built in
VCR
surround sound
audio

1901

Purchase
*

Additional
Product
Information
1921

Other Nearby

Stores

1903

Best Buy - Culver City

Direct TV
only
\$50 a
month
Free
Installation

FIG. 19

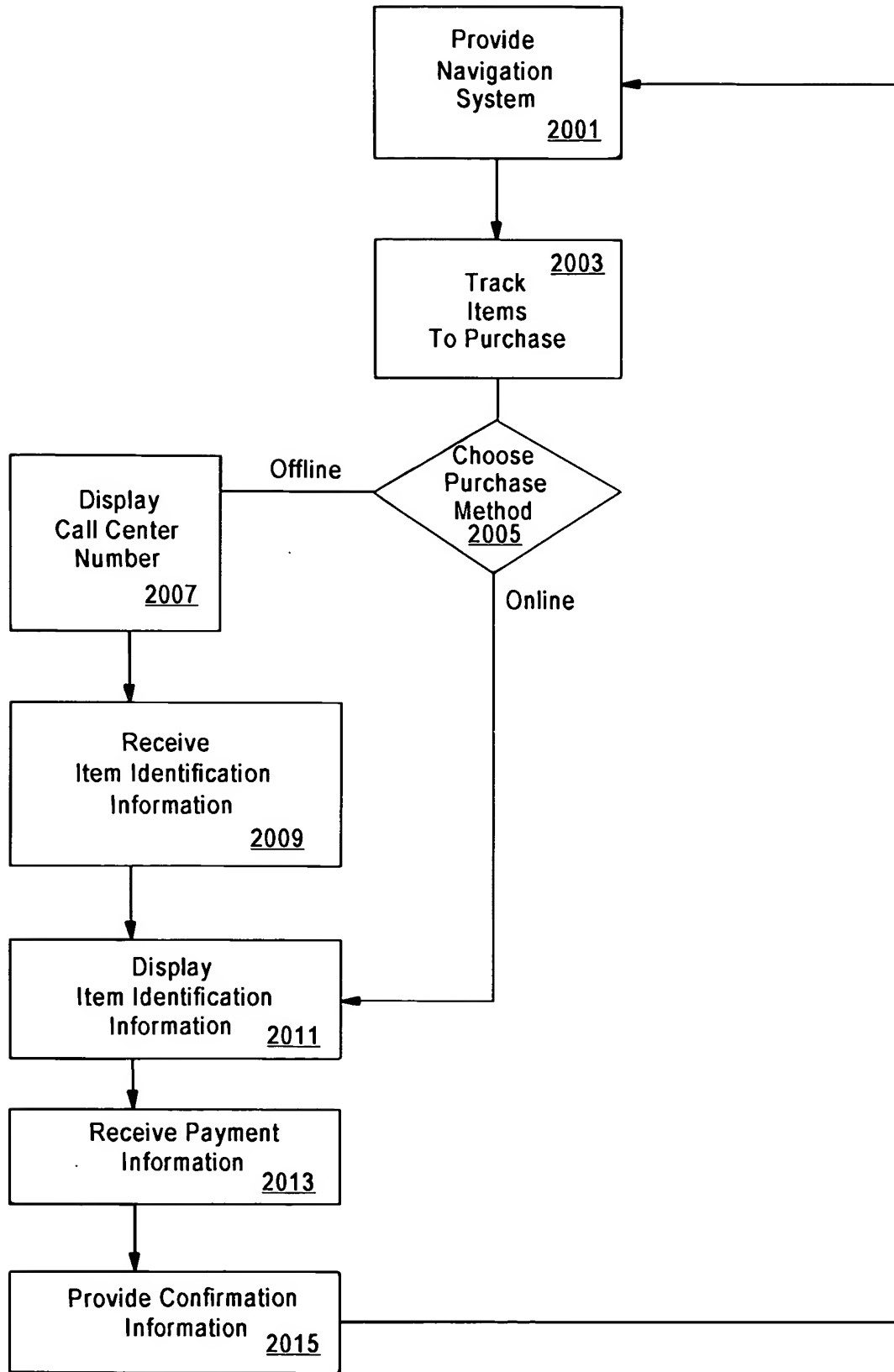


FIG. 20

2111 Account Summary
Client: Walmart

2101

Keywords/Category	Bid	Rank	Location	Time
Groceries	\$0.05	1	90066	9am-5pm
Toys	\$0.03	4	90066	9am-5pm
Clothing	\$0.01	67	90292	6pm-12am

2103

2121

Keyword/Category	Bid	Location	Time
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="button" value="Place Bid"/>			

2105 2109 2107

FIG. 21

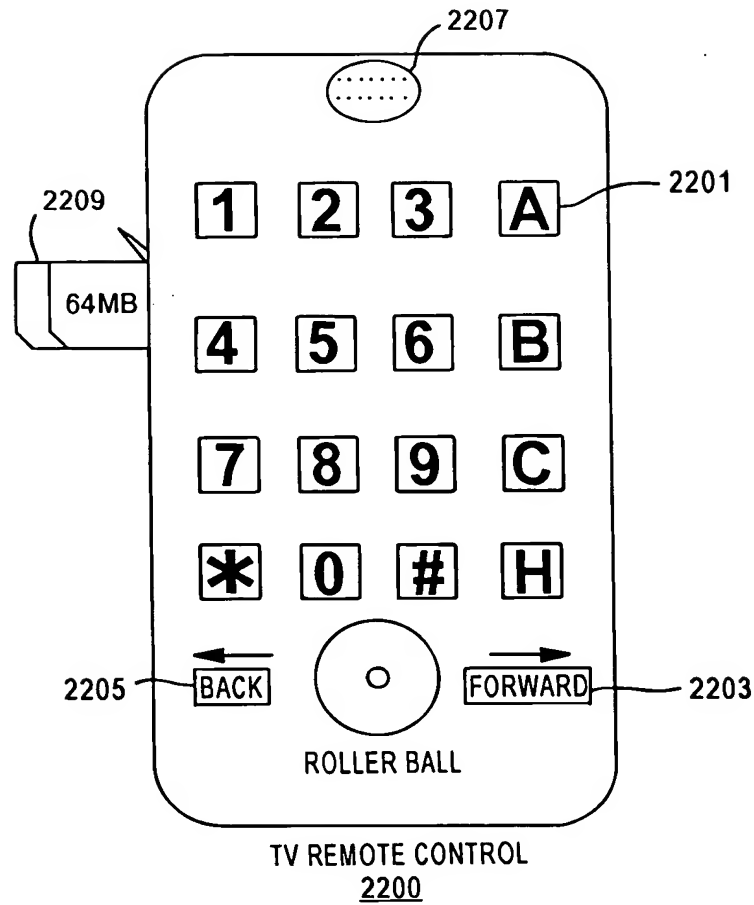


FIG. 22

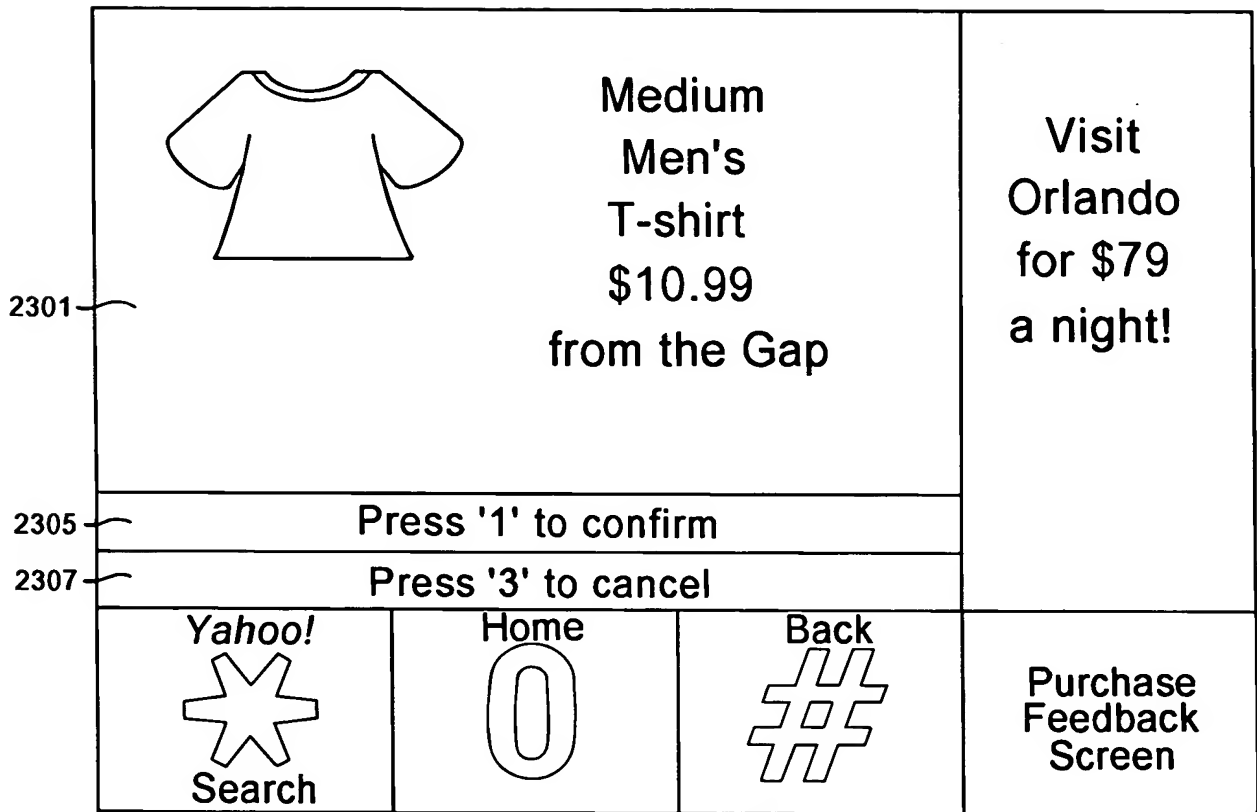


FIG. 23

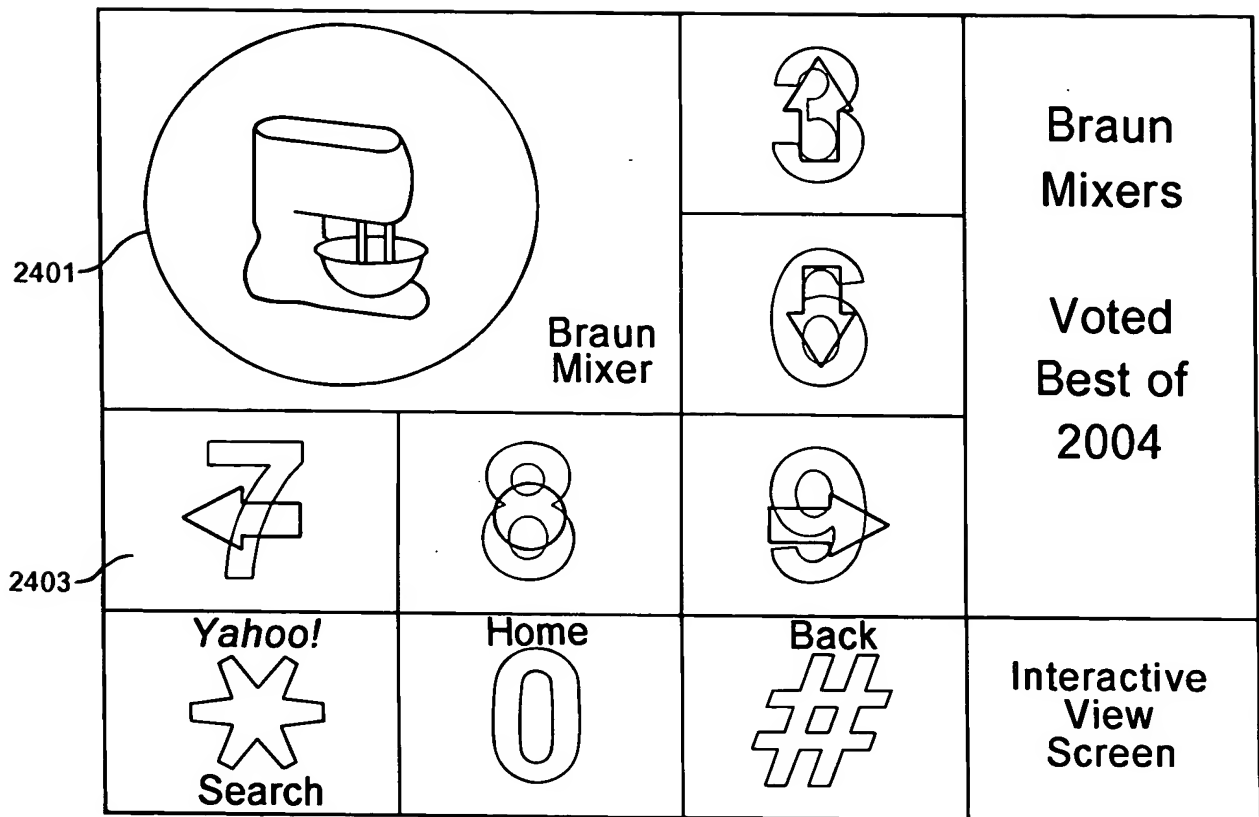


FIG. 24

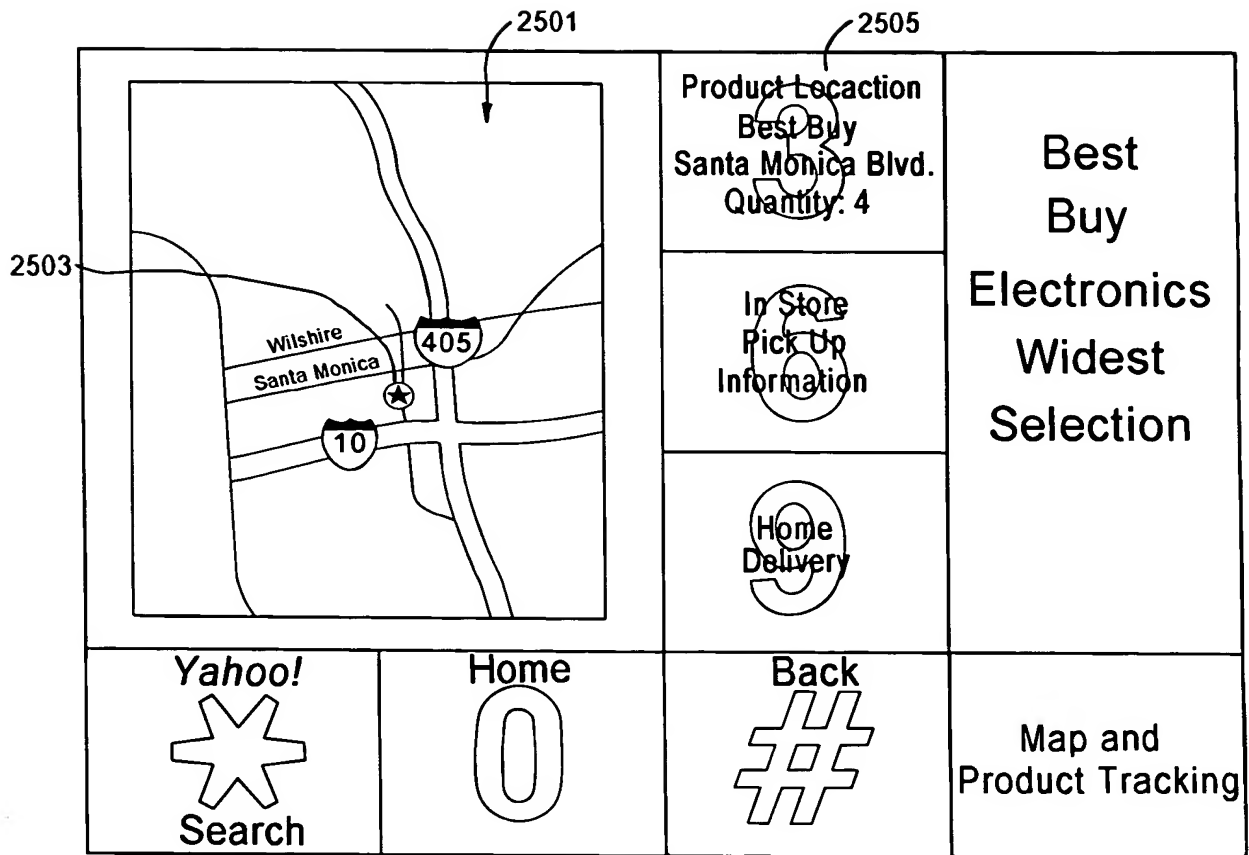


FIG. 25

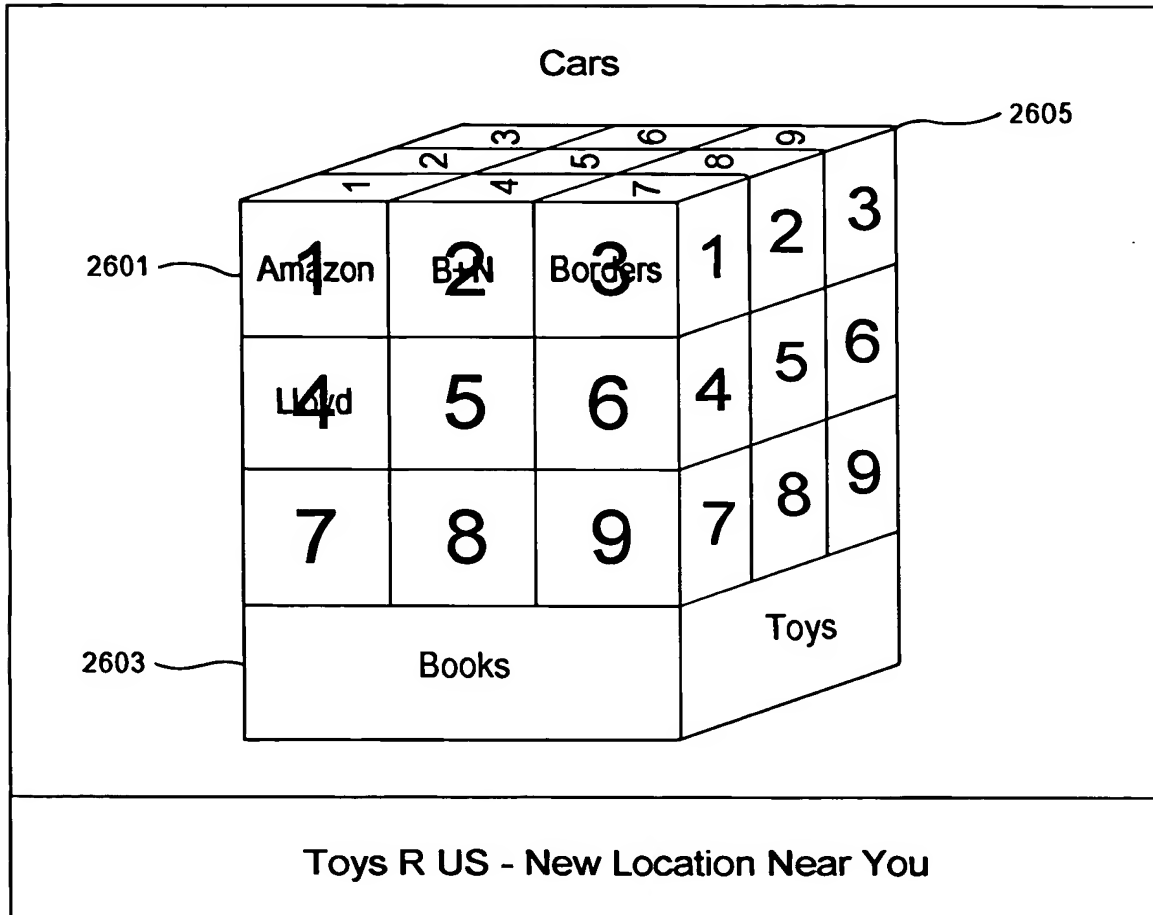


FIG. 26

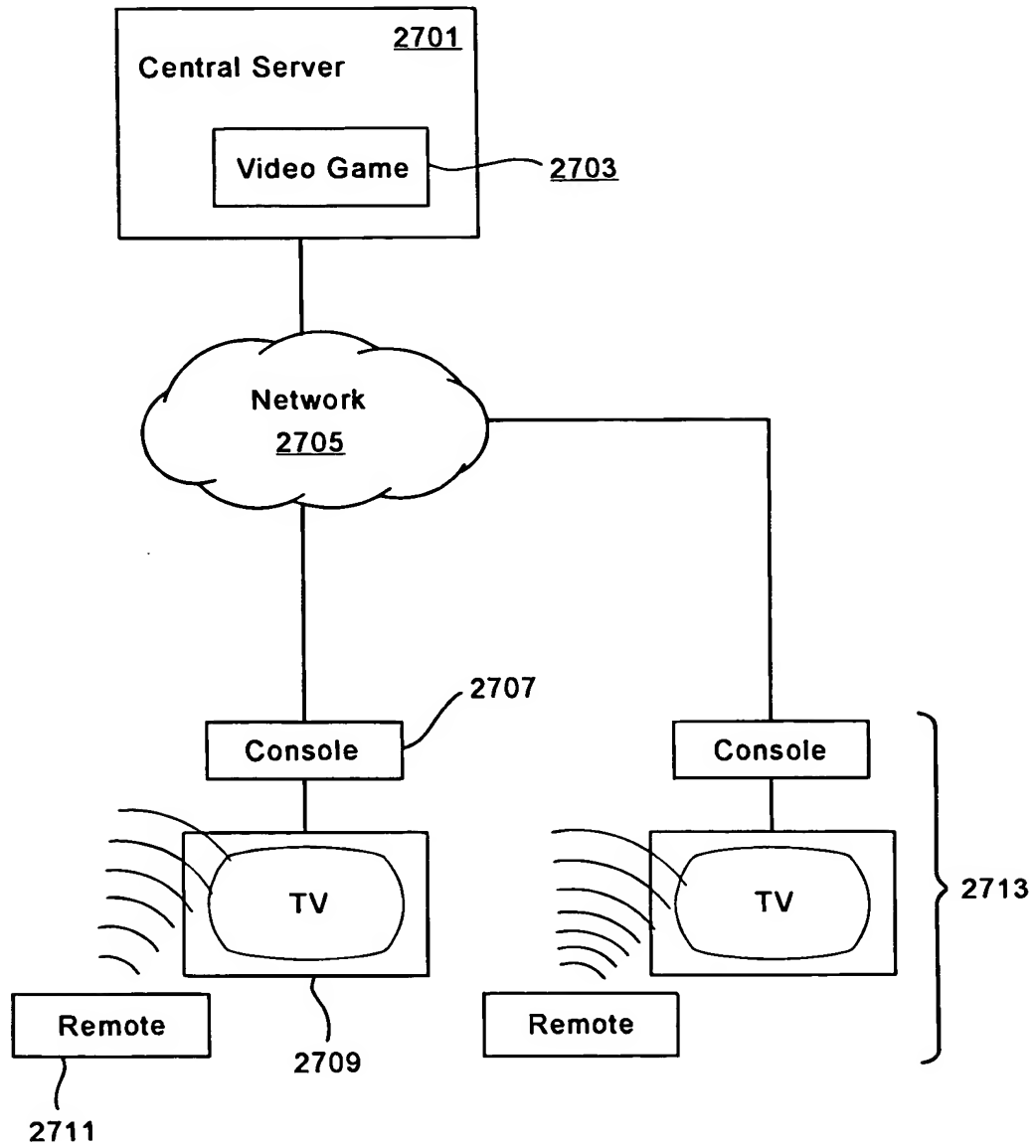


FIG. 27

2801

1 Rap	2 R & B	3 Rock	Tower Records CDs \$9.99!
4 Pop	5 Country	6 World	
7	8	9 More	
Yahoo! * Search	Home 0	Back #	Mall TV Multimedia Center

FIG. 28

2901

U2 1 Zooropia	R.E.M. 2 Monster	Matthew Sweet 3 Girlfriend	Tower Records CD Sale this Weekend
Aerosmith 4 Walk this Way	Bruce Springsteen 5 The Rising	Gun's 'n Roses 6 Welcome to the Jungle	
Pearl Jam 7 Ten	Nirvana 8 Unplugged	9 More	
Yahoo! * Search	Home 0	Back #	Rock Multimedia Center

FIG. 29

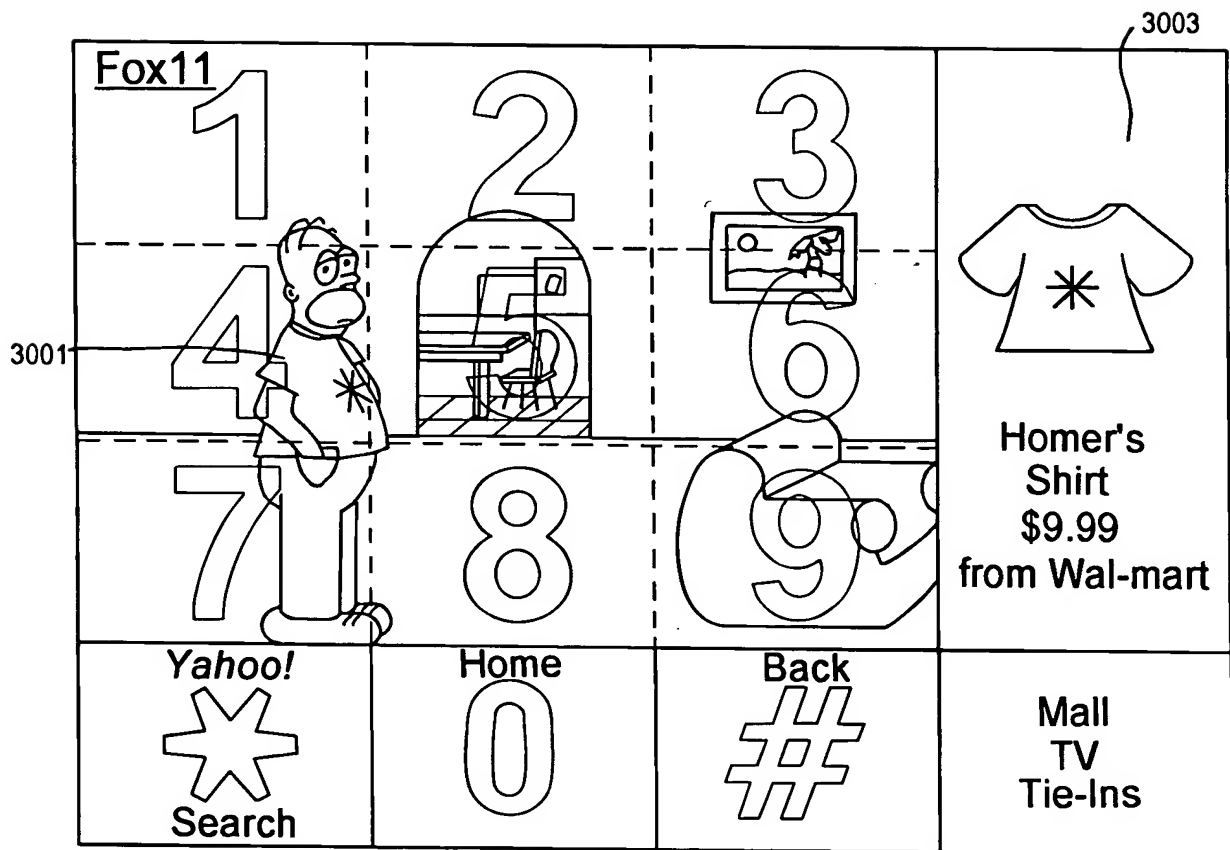


FIG. 30